

SEPTEMBER 4, 1959

50¢

# *Sales Management*

THE MAGAZINE OF MARKETING

*Plan  
and  
delegate...  
that's*



Tomorrow's Major Trends  
in Marketing

Why Grocers Push Fritos  
So Hard—and So Often

2,500 New Accounts  
for Westinghouse

Insectum  
Quartus Quartarius



produced in Zululand

## LOCAL BOY MAKES GOOD!

In the jungles of Africa—the Strait of Gibraltar—or the steel mills of Gary—real people in real situations work with our film specialists. This “on location” help enables us to give you, our clients, more authenticity for less.

We go anywhere to produce custom-made visualizations of your product material story, unusual assembly innovation, or interesting new development. Our business is to help you tell and sell it. For complete details, contact

*The* **JAM HANDY** *Organization*

NOTHING SELLS PRODUCTS AND IDEAS LIKE **IDEAS**

MOTION PICTURES • DRAMATIZATIONS • PRESENTATIONS • VISUALIZATIONS • SLIDEFILMS • TRAINING ASSISTANCE

CALL NEW YORK, JUDSON 2-4060 HOLLYWOOD, HOLLYWOOD 3-2321 DETROIT, TRINITY 5-2450 DAYTON, ENTERPRISE 6289 PITTSBURGH, ZENITH 0143 CHICAGO, STATE 2-8757

# the slipsheet

an informal "f.y.i." before you read the issue

For issue of Sept. 4, 1959

IF YOU ARE A MEDIA MAN, get your teeth into the article, "Executive Jury Forecasts Tomorrow's Major Trends in Marketing". All those who assisted in the preparation of this roundup are top-notch marketing men who were selected to speak at the forthcoming marketing conference sponsored by the National Industrial Conference Board. (Expected attendance: 2,000.) We asked these men to estimate, for us, how much more sales manpower would be required by their companies in the next five years, and how much more advertising. Their answers can help you make your own forecasts for the early sixties.

HAVE YOU BEEN ASKED, BY RETAILERS, "When should we run local ads designed to tie-in with national advertising?" What do you say? A survey conducted by Donahue & Coe shows that the opinions on this point differ rather widely between media men and department store executives.

THE FLOOD OF NEW AND IMPROVED PRODUCTS pouring out of research labs everywhere is sparking new or enlarged advertising programs. Sometimes the story of an improved product is even more dramatic than the story of a brand new product. Example: the report in this issue on Westinghouse's new "square" light bulb. 2,500 new accounts!

BEGINNING WITH THIS ISSUE, one more little improvement in the physical make-up of SM...for clippers, we now use both the name of the magazine and the date of issue on every page.

DO YOU NIBBLE FRITOS WITH YOUR MARTINI? Here's an aggressive company that believes in keeping the promotional pot boiling the year around. (Reason: "dealers get bored".) See how skillful they are in "hitching" their seasonal promotions to their national advertising--and to their packaging. They know how to wring more value out of the advertising dollar. The record tells the story: \$40 million plus in sales in 1956, \$45 million plus in 1957, \$51 million plus in 1958.

NOTHING--BUT NOTHING--IS AS INTERESTING to a man as himself and his own personal problems. SM's editors know, because articles on executives' personal problems pull such volumes of mail, comment, requests for reprints. This issue: what can an overly-busy exec do to relieve the pressure on his time? You'll find the answer here.

COMING SOON: A fine, fact-jammed report by Mike Hughes on half a dozen or more companies that are buying split runs...for what purpose...with what sales strategy...with what results.

AGAIN, COMING SOON: The sales, advertising and promotional strategy which is enabling Dr. Pepper to break into market after market against the entrenched competition of such tough competitors as Coke and Pepsi.

## The Publishers

### **Sales Management**

THE MAGAZINE OF MARKETING

630 THIRD AVENUE • NEW YORK 17, NEW YORK

YUkon 6-4800

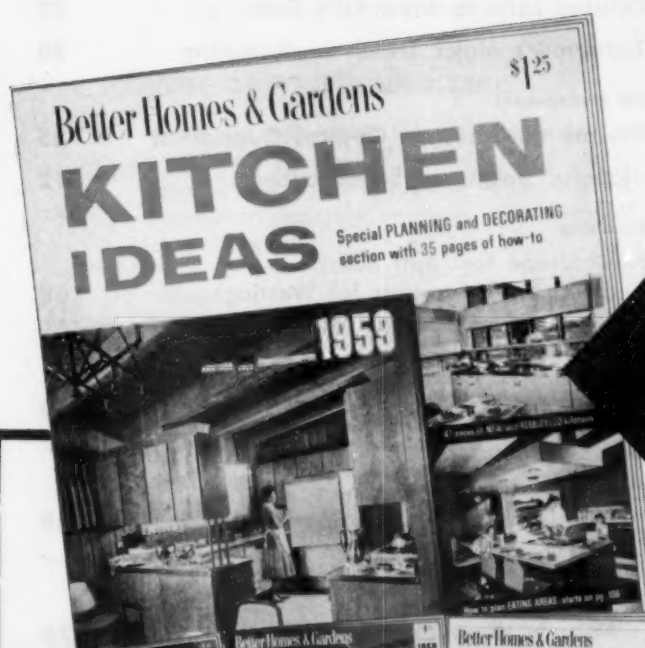
"the slipsheet" is included only in complimentary copies.







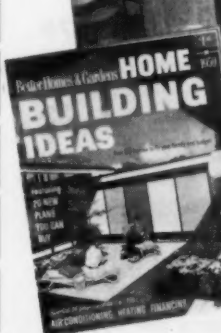
You reach 'em  
when they're  
ready to spend...



**Ready, willing and able to buy—** that's the kind of sales prospects you reach in the pages of Better Homes and Gardens Idea Annuals. They're the people with money to spend and the willingness to spend it. BH&G's editors specialize in creating the kind of idea-charged atmosphere that gets people keyed up—ready to spend!

**1960 ISSUE—**  
CLOSES: OCTOBER 15, 1959  
ON SALE: DECEMBER 22, 1959  
RATE BASE: 225,000

Remodeling, refurbishing or building from scratch—the kitchen is a prime area of interest and expenditures. BH&G's Kitchen Ideas Annual is a stimulating collection of ideas for planning and decorating the modern kitchen—ideas that make sales!



Closes: November 16, 1959  
On Sale: January 19, 1960  
Rate Base: 165,000



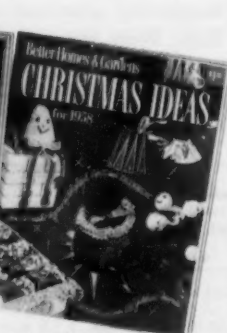
Closes: December 15, 1959  
On Sale: February 18, 1960  
Rate Base: 135,000



Closes: June, 1960  
On Sale: August, 1960  
Rate Base: 165,000



Closes: July, 1960  
On Sale: September, 1960  
Rate Base: 450,000



Closes: August, 1960  
On Sale: October, 1960  
Rate Base: 550,000



**MEREDITH OF DES MOINES...**

*America's biggest publisher of ideas  
for today's living and tomorrow's plans*

# SNAP-LOK\*

QUICK CHANGE  
POSTER FRAME



1 Snap open and insert paper poster



2 Snap sides shut



3 No wrinkle, no curl  
Poster spring-gripped

Ideal for changeable message on truck sides, indoor or outdoor P-O-P. Quick change feature overcomes dealer lethargy. Made of long-lasting aluminum, anodized finish. Write today for complete specifications on SNAP-LOK or Arlington's complete line of aluminum displays and display frames.

**ARLINGTON**  
ALUMINUM COMPANY

19005 W. Davison • Detroit 23, Michigan

Please send me FREE information on:

- ☐ SNAP-LOK Frames    ☐ 5-Way Easel  
☐ Aluminum Display Frames  
☐ Arlington Permanent P-O-P Displays

name \_\_\_\_\_

title \_\_\_\_\_

firm \_\_\_\_\_

address \_\_\_\_\_

# Sales Management

THE MAGAZINE OF MARKETING

September 4, 1959

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## Self-Management

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### Improvement on Perforated Pages? Impossible!

Thousands of SM subscribers **would** have said it was impossible to improve on the perforated pages which have been a feature of SALES MANAGEMENT since October 15, 1954.

But examine this issue—and see if you don't agree that pages are easily, cleanly detachable, and will open up flat, which is impossible with those magazines bound with wire staples, as ours was prior to this issue.

Experiment, won't you, with the firmness and flatness of the new slotted binding, with the easy detachability of any page—and then drop us a note. We very much want to know whether the extra trouble and expense is justified by reader appreciation.

## HIGHLIGHTS

### WHAT'S COMING UP IN MARKETING?

Forty top-level speakers scheduled to appear before the up-coming marketing meeting of the National Industrial Conference Board give SM their opinions on the most significant marketing trends since 1954—and forecast the big developments of the next five years. **Page 38**

### THE SCOURGE OF FOURTHQUARTERITIS

That Quartus Quartarius bug is on the loose. Carried in on the heels of misguided rationalization, it can paralyze fourth-quarter activities, strike lethal blows at the effectiveness of long-range programs. Has it infected your company yet? **Page 35**

### TAKING THE SHAME OUT OF DEAFNESS . . .

. . . has been one of Zenith's biggest crusades in a long-time struggle to educate the public and clean out some of the prejudices engendered by the hearing aid industry itself. The public has profited—as has Zenith (with record \$195 million sales). **Page 78**

### YOUR TIME'S TOO VALUABLE FOR THAT!

Your time is big dollars for your company. Are you giving your firm its money's worth—or have you been caught up in some of these insidious routines that can ensnare the key executive and deprive him of thinking time? **Page 33**

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Worth Writing for 60



Send for these  
Free Market Facts

### Air Conditioning & Refrigeration

- ☐ The Refrigeration & Air Conditioning Wholesaler, #147R.
- ☐ A Study Of Firms Engaged In The Business Of Air-Conditioning, Heating & Commercial Refrigeration, #169R.

From: REFRIGERATION AND AIR CONDITIONING BUSINESS

### Fluid Power

- ☐ Market Study For Fluid Lines & Cylinder Tubing.
- ☐ Market Study For Valve Solenoids.

From: APPLIED HYDRAULICS AND PNEUMATICS

### Power Transmission

- ☐ A discussion of the markets for gears, speed reducers, bearings, couplings, clutches and other power transmission devices, #221D.

From: POWER TRANSMISSION DESIGN

### Material Handling

- ☐ How Does Industry Buy Material Handling Equipment In Cleveland, #230F.
- ☐ Material Handling Reader Response Study, #163F.

From: MATERIAL HANDLING ENGINEERING

### Office Products

- ☐ The Characteristics Of The Market For Office Equipment, #144M.

From: MODERN OFFICE PROCEDURES

### Precision Castings

- ☐ Correlation Of Die Casting Sales To Inquiries, #174P.
- ☐ Precision Metal Molding Production Data Book for 1958, #143P.

From: PRECISION METAL MOLDING

### Industrial Safety

- ☐ Market For Floor Cleaning Machines.
- ☐ Market For Safety Equipment.

From: OCCUPATIONAL HAZARDS

### Welding

- ☐ A Study of 1093 Of The Nation's Leading Independent Welding Supply Distributors, #237W.
- ☐ Welding — Study Of Reader Buying Power, #189W.

From: INDUSTRY & WELDING

### Marketing Department

**THE INDUSTRIAL PUBLISHING CORPORATION**  
812 HURON ROAD • CLEVELAND 15, OHIO

A-18-59

# ONE SINGLE MARKET!



## DISTRIBUTORS AND CHAINS

SERVE THE TWO AREAS  
by SINGLE WAREHOUSING!

\* \$168,345,000.00

IN FOOD SALES!

\* TOTAL OF LACKAWANNA AND LUZERNE COUNTIES IN  
SRO'S CONSUMER MARKETS... MAY, 1959

COUNTY MARKERS MELT AWAY UNDER  
MODERN METHODS OF MARKETING!



GIVES YOU THE MOST DOMINATING  
COVERAGE IN LACKAWANNA COUNTY!

SAWYER-FERGUSON-WALKER COMPANY

National Representatives

New York • Chicago • Philadelphia • Detroit • Atlanta  
Los Angeles • San Francisco

# Sales Management

EXECUTIVE OFFICES: 630 Third Ave., New York 17, N. Y., YUkon 6-4800

## EDITORIAL

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MANAGING EDITOR  
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Grace Bigger and Barbara Saypol

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Assistant Director  
Subscription Manager

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Edward S. Hoffman  
C. V. Kohl

U. S. and Canada: \$10 a year • Foreign \$15

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Vice President, Editorial  
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Randy Brown  
A. R. Hahn  
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W. E. Dunsby  
R. E. Smallwood  
Wm. McClenaghan



Bill Brothers Publications in MARKETING (in addition to Sales Management): Sales Meetings, Premium Practice. INDUSTRIAL: Rubber World, Plastics Technology. MERCHANDISING: Fast Food, Floor Covering Profits and Modern Tire Dealer.

## ADVERTISING SALES—Offices and personnel listed in Advertisers' Index



Audit  
Bureau  
of  
Circulations



Associated  
Business  
Publications



National  
Business  
Publications



Magazine  
Publishers  
Association

SALES MANAGEMENT, with which is incorporated PROGRESS, is published the first and third Friday of every month, except in May, July, September and November when a third issue is published on the fourth of the month. Affiliated with Bill Brothers Publishing Corp. Entered as second class matter May 27, 1942, at the Post Office, East Stroudsburg, Pa., under the act of March 3, 1879. Publication (printing) offices, 34 North Crystal St., East Stroudsburg, Pa. Address mail to 630 Third Avenue, New York 17, N. Y.

SALES MEETINGS, Part II of Sales Management, is issued six times a year—in January, March, May, July, September and November. Editorial and production office: 1212 Chestnut Street, Philadelphia 7, Pa. Walnut 3-1788; Philip Harrison, Publisher; Robert Letwin, Editor.

Copyright, Sales Management, Inc., 1959



There is no chestnut more overworked than the critical whinny: "Advertising sells people things they don't need." We, as one agency, plead guilty. Advertising *does* sell people things they don't need. Things like television sets, automobiles, catsup, mattresses, cosmetics, ranges, refrigerators, and so on and on.

People don't really *need* these things. People don't really *need* art, music, literature, newspapers, historians, wheels, calendars, philosophy, or, for that matter, critics of advertising, either.

All people really *need* is a cave, a piece of meat and, possibly, a fire.

The complex thing we call civilization is made up of luxuries. An eminent philosopher of our time has written that great art is superior to lesser art in the degree that it is "life-enhancing." Perhaps something of the same thing can be claimed for the products that are sold through advertising.

They enhance life, to whatever degree they can.

Indeed, that is the purpose of our unique and restless economy. It is fundamentally devoted to the production and distribution of things people don't need.

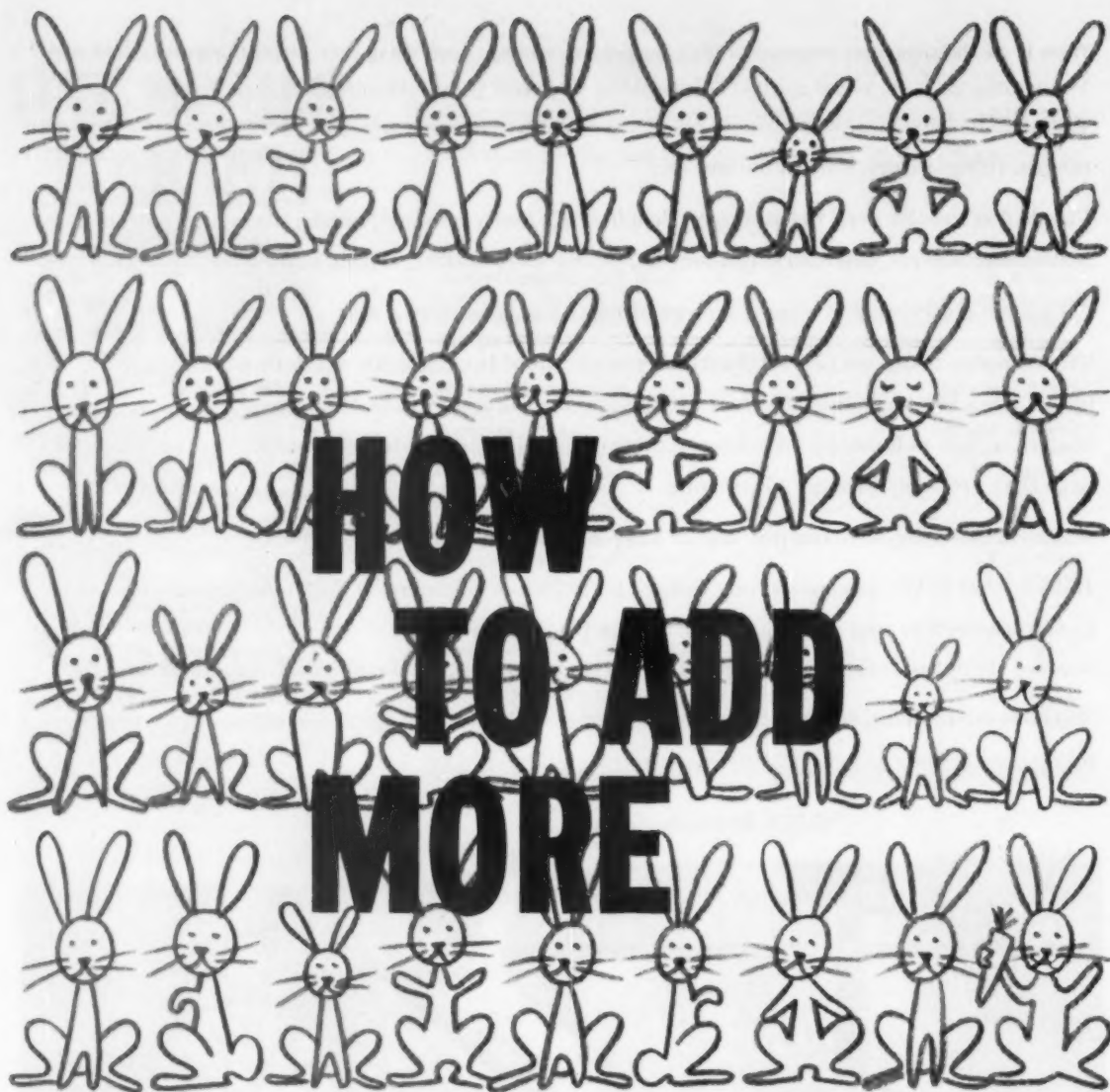
Among them are toothpaste, electricity, outboard motors, artificial satellites and education.

Without advertising that economy cannot exist . . . *Young & Rubicam, Advertising*

*People don't really need art,*

*music, literature, newspapers*





## SALES DOLLARS BY THE MILLIONS!

Your product's sales dollars multiply at an amazing pace when you use FIRST 3 MARKETS GROUP to concentrate a heavier advertising effort in the 3 top markets of New York, Chicago and Philadelphia. These are the fertile markets where pre-selling of millions of heavy-spending customers through adequate advertising combines with the

mass sales volume of giant self-service super markets to produce over 17% of all U. S. Food and Grocery product sales.

In these compact, most profitable markets where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out, there is no substitute for the dominant 55% coverage of all families by the

### FIRST 3 MARKETS GROUP.

Further, in 264 Industrial North and East counties where 27% of total U. S. families consume over 29% of the nation's grocery product purchases—FIRST 3 MARKETS GROUP delivers an audience of 51% of all families.

To make your advertising sell more where more is sold it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH



New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, Murray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, Superior 7-0943 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GRafield 1-7948 • LOS ANGELES 5, Calif., 3400 Wilshire Boulevard, OBahirk 5-3557

## We Welcome NSE's New Magazine

We are pleased to welcome Salesweek, a new entry in the field of marketing magazines, which will be the official organ of National Sales Executives, Inc.

The officers of NSE have entered into a contract with Vision, Inc., owners of Printers' Ink, for the publication of this magazine, the first issue being scheduled for Nov. 7. For the first several months it will operate as a monthly (despite its name) and is scheduled to go weekly in April of 1960.

The association, which will own the name of the magazine, has contracted to pay \$3 per year per member on a "till forbid" contract, with escape clauses for both parties. Current dues-paying membership of NSE is in the area of 27,000. The subscription price for non-NSE members will be \$6 a year.

Members of NSE and affiliated clubs will receive the magazine automatically as part of the dues structure. National Sales Executives, Inc., stands to recoup some of the subsidy through a commission on the sale of advertising pages plus payments for editorial services rendered.

The new magazine will not replace Printers' Ink, which Vision, Inc., will continue as a weekly magazine in the advertising field.

Apparently the official NSE organ will try to find a place for itself somewhere between American Salesman, which, as the name implies, is edited for salesmen, and Sales Management, which concentrates largely on the problems of staff sales executives in the home offices of manufacturers.

The joint publishers of the new venture obviously feel there is a need for a weekly magazine that will be of particular help and interest to the sales heads of local businesses and the branch office managers who make up more than half the membership of most sales executives clubs affiliated with NSE. No magazine currently fills that niche.

Each issue will contain a special section of four pages minimum devoted to affairs of the national association and its affiliated local clubs. This section is expected to render a greater service to officers of the local clubs than was ever possible in the past through monthly mailings from association headquarters. The contract specifies that Vision, Inc., shall have a minimum of 16 editorial pages in each issue of Salesweek.

Sales Management will continue to assist in the further development of NSE—because we believe in its purposes and most of its policies and practices. The association was organized 25 years ago under the driving guidance of our late president,



**Read**  
for one purpose  
only...

**Industrial Equipment News (IEN)**

**PRODUCT INFORMATION**

What better place...  
What better timing...  
for your  
**PRODUCT ADVERTISING**  
in today's  
changing markets?

Details? Send for 26-piece  
complete Data File Folder.

**P.S.** Reaches 73,003 product  
selectors in the 40,092 most  
active, best rated plants,  
for \$185-\$195 per month.

**Industrial Equipment News**  
THOMAS PUBLISHING COMPANY  
461 Eighth Avenue, New York 1, N.Y.  
Affiliated with Thomas Register

**PRODUCT INFORMATION HEADQUARTERS**



## What makes a newspaper great?



THE GHOST of the old-time pitchman has long faded from the advertising columns of the modern newspaper, but some of his descendants still seek to sell their wares in print.

Alert advertising people are making it increasingly tougher for slicker to beguile sucker in the public press. Responsible advertisers, agencies and publishers are working together to maintain the integrity of advertising. But the big job of day-to-day policing of display and classified pages is ultimately a newspaper responsibility and a newspaper advertising man's job.

Each year the Minneapolis Star and Tribune turn down more than three-quarters of a million dollars' worth of advertising that fails to meet these newspapers' standards of truthfulness and good taste.

Galahad complex? No. Just good sense and good business for newspapers, advertisers and readers alike.

Good newspapers are known for their reliable and authoritative coverage of the news. Advertising, too, must be trustworthy so that readers can rely with confidence on the information they find in both the news and the advertising columns.

Minneapolis Star and Tribune staff men work with a broad knowledge of advertising standards formulated by medical societies, Better Business Bureaus, federal agencies and other organizations charged with protecting the public health and interest.

These newspapers regard high standards of taste and truthfulness in advertising as so important that their staffs are provided with a 35-page guide book of advertising acceptability standards which are constantly being amended and clarified.

Knowledgeable staffers focus an analytical eye on every line of advertising submitted, and strive every day to keep honest advertisers in the company of their peers so that advertising in these newspapers can share the respect and leadership the Minneapolis Star and Tribune have earned throughout the 3½ state Upper Midwest.

Copr., 1959, The Minneapolis Star and Tribune Co.

# Minneapolis Star and Tribune

EVENING

MORNING and SUNDAY

## 640,000 SUNDAY • 500,000 DAILY

JOHN COWLES, President



Raymond Bill, who was its first president. We will again sponsor the four Sales Management-Raymond Bill Memorial Awards (silver cups) which are given annually to the local sales executives clubs which do the most for the advancement of selling and sales management; and several of our officers and editors will continue to be active on NSE committees.

Because of the past close relationship between this magazine and National Sales Executives, Inc., many subscribers will wonder why another publisher is bringing out the magazine for NSE. The answer is that Sales Management officers were asked a year ago to work out a deal whereby this magazine would be mailed to all NSE members as the official NSE magazine and/or to make a bid for the editing and production of a new official publication for the association. We declined on several grounds:

1. We were not interested in adding the **entire** NSE list, preferring to exercise a choice as to who our subscribers should be—so as to maintain the particular quality that has always characterized our subscription list—i.e., the reader with national or major-regional interests.

2. We never cut our \$10 a year subscription price.

3. We insist upon retaining complete independence (for example, to praise or to criticize NSE), and under no circumstances will we ever become the official organ of any association.

4. The reasons above refer largely to our declining to make a deal whereby Sales Management would be the official organ and would be mailed to all NSE members. As to a new magazine, we felt that we could not do it full justice, since no matter how well intentioned our editors might be, the **best** articles would almost certainly wind up in Sales Management. For other reasons the proposal didn't make publishing sense to SM.

5. This magazine did make a counterproposal to NSE calling for the editing and production by us of a news magazine (without advertising) about NSE activities, plus a series of monthly 32- to 64-page booklets which would explore in depth all important phases of sales manpower. This suggestion was declined by the then officers of NSE.

Some of the NSE directors have pointed out that Salesweek will not be in direct competition with any existing magazines because so many of the men who will receive it as part of the NSE dues structure are not now being solicited for subscriptions by other magazines in any area of marketing. This is true so far as SM is concerned.

Because of the growing importance of the marketing function, there can be—should be—several influential organs of ideas, news and opinion. We hope that Salesweek carries out the high hopes of the NSE officers and directors who believe that a subsidized official magazine will be the most effective method of communicating to the association members. We wish it well. We welcome whatever competition it may offer.



A WHBF PLUS SIGN NO. 4



## His Responsibility:

**Reliable Service to WHBF  
Radio and WHBF-TV Audiences—  
and to our Advertisers, Also**

Bob Sinnett has been a part of the Quad-City radio industry longer than anyone else. Now completing his 28th year at WHBF, his job is to keep several million dollars worth of broadcasting equipment running smoothly. Bob is a registered professional engineer, a senior member of the Institute of Radio Engineers and has served on the NAB Engineering Committee.

With this background as a guide, Bob has installed at WHBF, Radio and TV, emergency equipment to cut program interruptions to an irreducible minimum. Both WHBF Radio and TV have stand-by transmitters and antennae. WHBF-TV has an emergency generator, pictured above, that automatically takes over when central station power fails. There's a stand-by microwave link between our studios and TV transmitter. Our 1000-foot tower has an elevator to speed maintenance.

Throughout WHBF engineering facilities there is duplicate and stand-by equipment to take over if primary equipment should fail. In addition, Bob's crew follows a rigorous preventive maintenance program.

All this adds up to fewer outages and fewer commercials missed; less need for make-goods or credits and the extra work this entails; virtual elimination of audience annoyance at program interruptions. It assures audience and advertisers alike of constant, reliable service from WHBF, prestige Radio and TV.



STRONG & PRODUCTIVE FROM DEEP ROOTS

# WHBF

Covering Western Illinois — Eastern Iowa • RADIO & TELEVISION

# THE HEARST

*expands and diversifies its*

# AVON POCKET



## THE HEARST MAGAZINES

American Druggist / Bride & Home / Cosmopolitan / Good Housekeeping  
 Harper's Bazaar / House Beautiful / Motor / Science Digest / Motor Boating  
 New Medical Materica / Popular Mechanics / Sports Afield / Town & Country

# CORPORATION

*service with the purchase of*

# SIZE BOOKS

**P**rogress...expansion...steadily greater service to readers...these have been the hallmarks of Hearst's 50 years of leadership in the field of publishing.

Now, further diversifying its operations, Hearst welcomes to its growing family of publications *Avon Pocket-size Books*—among the first of the small book libraries to be circulated in America.

Published for more than 20 years, *Avon Books* have been leaders in a field that has changed the reading habits of the country—and that is destined to reach an estimated total of three hundred million copies in 1959.

The acquisition of *Avon Books* follows by only a few months Hearst's purchase of *Popular Mechanics*, a magazine of such universal interest that it is not only first in circulation in its field throughout America, but is published in five foreign languages abroad.

It follows, too, the introduction of *New Medical Materia*—a Hearst publication designed to supply busy physicians with all vital facts about new medical products as fast as these appear.

The very disparity of these two publications—considered along with Hearst's many other special interest magazines—indicates the great intensity and diversification of interests which are fundamental to Hearst publications.

In addition, Hearst publishes in England: *Connoisseur*, *Good Housekeeping*, *She*, *Vanity Fair*, *House Beautiful*, and *Harper's Bazaar*—British magazines which again indicate the broadening lines of communication which have characterized the Corporation's growth.

Under Hearst ownership, *Avon Books'* list of authors will continue to include such outstanding names as Boris Pasternak, Donald Barr Chidsey, D. H. Lawrence, Agatha Christie, James Agee, John O'Hara, and a host of equally distinguished writers.

And as fast as new names are added to the list, they will be made available through the Avon Division of Hearst Magazines, whose circulation department has been distributing *Avon Books* for the past 7 years—doing much to make pocket-size book reading a national habit in America.

## THE HEARST NEWSPAPERS

*Albany Times-Union / Baltimore News-Post and Sunday American*  
*Boston Record-American and Sunday Advertiser / Detroit Times*  
*Los Angeles Examiner / Los Angeles Herald-Express / Milwaukee Sentinel*  
*New York Journal-American / New York Mirror / Pittsburgh Sun-Telegraph*  
*San Antonio Light / San Francisco Examiner / Seattle Post-Intelligencer*  
*San Francisco News-Call Bulletin (Affiliate)*  
*The American Weekly / Puck — The Comic Weekly*

- Publishing in the public interest
- Serving advertisers with selective markets
- Expanding the fields of communication
- Growing with the progress of America

# MEETING COMING UP?

## Here's a Pack of Ideas

Handy, pocket-size booklet contains reprints of some of the most popular articles on meeting planning that have appeared in *Sales Meetings*.

**32 pages—more than  
14 articles**

### CONTENTS

What I've Learned from My 11,000 Speaking Engagements  
Put Small Groups to Work for Idea Developments  
Guided Conference: Good Substitute for Skilled Leadership  
Why Doesn't Brainstorming Always Seem to Work?  
Buzz-Write Workshop Insures Participation  
A Conference Is a Contest—Do You Win Or Lose?  
If It's Worth Saying It's Worth Reporting  
How Bankers Become Good Speakers  
43 Ways to Excite Interest in Your Meeting Objectives  
For the Modern Meeting Planner: Guide to Styles, Groups, Methods  
Good Audiences—Made Not Born  
It's Real Work to Plan Women's Activities  
Your Planning On-the-Spot Program Change Is Valuable  
How to Get the Most Out of Hotel Service

Send 50 cents in coin for "Meeting Planners Handbook" to:

**Readers' Service Dept.**

**SALES MEETINGS**

1212 Chestnut St., Phila. 7, Pa.

## CORPORATE CLOSE-UP

**SOUND SCRIBER**

### "Hopeful" Selling

The businessman on the move has a new traveling companion—a 6-pound secretary called the "Traveler." And the top salesman of this portable dictating machine is Stanley C. Hope, the busy, traveling president of SoundScriber Corp.

Hope, a retired sales executive and president of Esso Standard Oil (1949-1958), came into the front office at SoundScriber only last fall. His job: To help pull the company out of the red.

"SoundScriber had some problems," says Hope, in his easy, friendly manner. "We have an excellent line of equipment, but we rank about second or third in sales. We're only getting 10% to 15% of the \$60 million being spent this year for dictating equipment."

Hope's first action was to survey SoundScriber's marketing set-up. He visited many of the 32 branch offices and some sub-branches and distributors. "I found that what we have here is excellent, but now we must expand our sales coverage. We're opening new branches, getting more and better distributors, going to foreign markets.

"We're stepping up our advertising . . . improving our public relations and promotional activities . . . modernizing our entire approach to selling. We're looking for substantial customers—big businesses, banks, large firms. And we must get our message over to their top management."

SoundScriber's message is about a new line of office dictating machines being introduced this fall—and about the Traveler. It's a compact, transistorized, portable dictating machine powered by flashlight batteries. "A terrific product with an unlimited market," Hope exclaims. Its portability is designed for modern executives on the move. Businessmen, salesmen, engineers, almost everyone has a need for it . . . to make communicating easy, to cut paperwork. And this is the answer to getting salesmen to write reports. They just talk into it, then mail the plastic disc to the sales manager."

To help power this "executive sell," Hope is molding a new corporate image of SoundScriber. From his long experience with a big company, Hope says, "I can tell you that a small company should work to build up the character and integrity in its sales work that many big companies have. Small firms look with awe at big businesses, but they should be reminded that they can become a 'fine little company.'"

Even Hope, a polished executive salesman, does some high-level selling. "But it's not premeditated—it's on the spot, maybe on an airplane, in a hotel suite. This gets the high-level contacts, and that's what counts."

He's finding new ways to sell. He put a SoundScriber in an executive-type New York City barber shop. Now the barber's clients can dictate letters while getting a haircut. "This sort of thing sells where we need to be sold," says Hope.

All this is part of modern selling, he adds. "Back in the old days a salesman was told to get out and sell. He either sold, or lost his job. Today it's different. So many new techniques have been developed. A salesman is backed up by market research, advertising, promotion, credit, direct mail, exhibits, everything . . ." And, getting in a final plug, Hope adds with a smile, "even the SoundScriber."



# How to create the right impression

Creativity in advertising has one primary function: *Creating the right impression on the people to whom you have something to sell.* The degree to which advertising does this is the only real measure of its creative excellence.

Yet, enthusiasm for a particular idea (which may be extremely clever or unusual) often causes this primary function to be forgotten. The result is creativity for its own sake—a very expensive luxury.

You have seen ads so obviously “creative” that you thought instinctively, “That’s a clever ad.” But you might have been embarrassed ten minutes later if someone had asked you what the ad was selling, or even the name of the company paying the bill.

Worse, even, than ads which create no impression of the sponsoring company are ads which create the *wrong* impression. You have probably read glib and superficially “smart” ads which were trying to sell for a company whose success depends on creating solid confidence in integrity or know-how. Or “coy” campaigns that, with fluttering eyelashes and a flounce of the skirt, tip-toe up to the job of selling very masculine products to men.

There is only one way that we, as an agency, know of to be sure we are helping our clients create the right impression. That is to ask, and get the best possible answers to, several very factual questions:

Who are the people who make up the advertiser’s market, and what kind of people are they?

What can the advertiser’s product or service do for them that competition cannot do?

What about competition—who, where, and how much?



In view of the market, the product or service, and the competition, *what are the advertiser’s marketing objectives and corporate objectives?*

These economic facts of life are the raw material that, we feel, good creative people need to do an outstandingly effective job. They give form and direction to the creative effort, keep it pointed at the advertiser’s real goals. They make it practically impossible to be cutely creative instead of productively creative.

This we call “directed creativity.” It is the only kind the advertiser can depend on to create the right impression for him. It is the only kind we sell.

**Marsteller, Rickard,  
Gebhardt and Reed, Inc.**

**A D V E R T I S I N G**

NEW YORK • PITTSBURGH • CHICAGO • HOUSTON

AFFILIATES

PUBLIC RELATIONS • BURSON-MARSTELLER ASSOCIATES, INC.

MARKETING COUNSEL • MARSTELLER RESEARCH, INC.

# IMPORTANT

**Q.** What makes "U.S. News & World Report" such an important advertising medium?

**A.** Important readers . . . important content . . .  
important advertisers

Every week "U.S. News & World Report" publishes the news that is vitally important to an understanding of our national life, including world affairs.

Such news is important to everyone, of course.

Yet, there is a particular class of people—more than a million strong—the active and alert-minded people—who make it their business to be thoroughly informed. They read and use the news in "U.S. News & World Report" because they know the value of being the first to put the meaning of important news to work for them.

"U.S. News & World Report" publishes more of this essential and useful news than any other news magazine—much of it that is published nowhere else.

This news is important because it has a major effect on the people of America.

**Net paid circulation now 1,136,847**

Publisher's Statement to the Audit Bureau of Circulations, January-June, 1959

It touches people's pocketbooks, their business plans, their families' future, their community affairs, and their nation's well-being.

This important news attracts important people. Four out of five (79%) of all "U.S. News & World Report" subscribers hold managerial positions in business, industry, finance, government, and the professions. Their family incomes average \$15,009—highest of any news magazine—highest of all magazines with more than 1,000,000 circulation.

This important news, read by so many important people, also attracts important advertisers. More pages of advertising directed to the important people in business and industry appear in the issues of "U.S. News & World Report" than in any other news magazine.

Circulation is growing, too, steadily, consistently and voluntarily as always. Net paid circulation for the first six months of 1959 averaged 1,136,847. This is 93,098 over the average for the same period in 1958. And all of it from the most voluntary sources—no premiums, no house-to-house canvassers.

### Advertising Record—1st 6 months, 1959

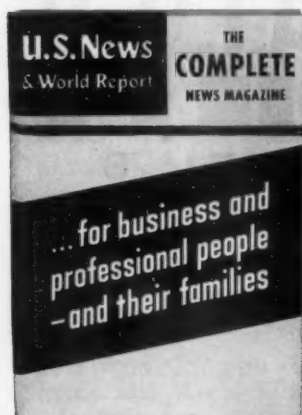
#### FIRST IN REVENUE GAINS

"U.S. News & World Report," with an advertising revenue gain of \$1,395,169, leads all six news and management magazines for the first six months of this year over the same period in 1958. Its total of \$9,324,771 is the highest for any six-month period in its history.

#### FIRST IN PAGE GAINS

For this same period, "U.S. News & World Report" leads the field in advertising page gains. More and more important advertisers are finding that America's Class News Magazine is their first choice for covering—and selling—America's important high-income people.

*Source: Publishers Information Bureau*



## U.S. NEWS & WORLD REPORT

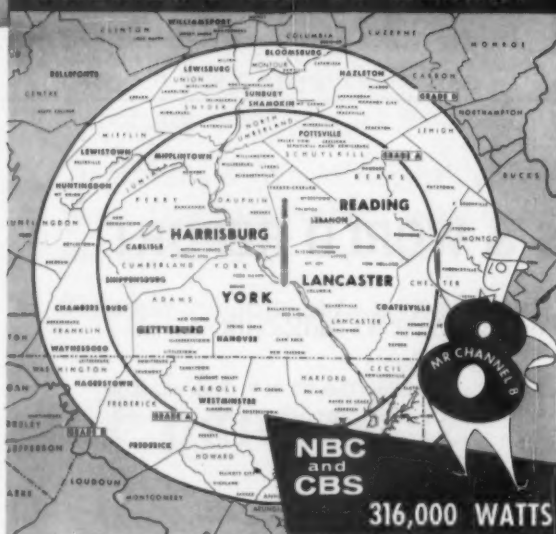
America's Class News Magazine

Advertising offices at 45 Rockefeller Plaza, New York 20, N.Y. Other offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

Well, statistics confirm  
 what I've known for years—the  
**WGAL-TV** audience  
 is greater than the combined  
 audience of all other stations  
 in the Channel 8 area



AMERICA'S 10th TV MARKET



# WGAL-TV

**CHANNEL 8**  
**LANCASTER, PA.**  
**NBC and CBS**

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco



# **SIGNIFICANT TRENDS**

Marketing News as Viewed by the Editors

## **What's Ahead in Defense Spending?**

With military spending sky-rocketing year after year to record levels, you may be surprised to learn that it is not expected to keep pace with our overall economy.

The defense market will climb, according to estimates by Boeing Airplane Co., from \$41 billion this year to \$63 billion in 1975—a 50% increase. But even at this rate, military spending would drop from its present 9% of Gross National Product to 7% in 1975. This forecast is based, says Boeing, on a continued cold war—no fringe or world wars—and an expanding U. S. economy.

Other projections of the military market, also by Boeing:

- The Air Force, No. 1 defense buyer since the Korean War, will spend more than half of all military dollars from now on. Its missile spending is expected to rise sharply but not exceed aircraft purchases until the mid-1960's.
- Emphasis in Navy procurement is expected to remain on aircraft and missiles, but outlays for subs and other vessels will rise sharply.
- Missile expenditures should continue to dominate Army spending.

## **Making One Shot Count**

Encouraged by past successes, Gillette Safety Razor Co. will again sponsor the World Series on NBC radio and TV. And, next summer, Westinghouse will repeat its sponsorship of the political nominating conventions. These huge "one-shots," calling for millions of dollars for time alone, are being backed up by integrated sales campaigns of equally astonishing proportions.

Gillette's 21st World Series sponsorship will be preceded by a month-long build-up in 30,000

window displays, 60,000 window posters, ads in 16 businesspapers, disc jockey programs on 250 radio stations, full-color Sunday comic section ads in 224 newspapers, and sponsorship of weekly prize fights on TV and radio. This is a \$5.4-million ad campaign calculated to smash Series dollar volume records by a "tremendous margin."

Westinghouse's 3rd convention sponsorship on CBS radio and TV will be kicked off July 11 with the Democratic convention, followed by the Republican affair two weeks later. The ad series will continue with nine weekly half-hour reports covering key campaign issues and wind up Nov. 8 with election returns. Total cost will be about \$6 million.

## **Total Marketing Tops**

Call it "total marketing," "the marketing concept," "integrated selling" or "coordinated marketing"... it's the most significant development in marketing in the last five years, according to a panel of top executives.

The panel, made up of speakers who will address the annual marketing conference of the National Industrial Conference Board, Sept. 16-18, was also asked what it thought would be the "most significant development in marketing in the five years ahead." For a summary of panel-member opinions (they are all top men with top companies), see page 38 of this issue.

## **Are Salesmen Necessary?**

No, says M&B Headwear Co., a leading cap maker. It eliminated company and wholesale salesmen a year ago and has done quite well without them.

The company relies completely on businesspaper advertising and direct mail to carry its sales messages to retail outlets. More than 850 stores across the country, including all major department

stores, are buying by mail from M&B. The number is rising by 50 stores a week.

This "self-service" system, says M&B, results in wider margins for retailers (up to 48%) and lower prices for consumers (by at least 20%).

M&B seems happy with the arrangement, but most companies still find that salesmen can be highly useful, to say the least.

### **Helping the Competition out**

Later this month, Chun King, big producer of American-Oriental foods, will "give away its competitors' products." This will be the first phase of a \$5-million push to capture part of the \$70 million spent annually for take-out dinners from chop suey restaurants.

This is Chun King's offer to the consumer: Buy your now-favorite frozen dinner and a Chun King frozen dinner; we'll refund the price of the "other" dinner. (But, if the shopper wants to buy two Chun King dinners, the company will refund the cost of one.)

The give-away will be promoted with a four-color spread advertisement in *The Saturday Evening Post*, a four-week saturation spot TV campaign in major markets, and super market displays.

### **Winchester Aims at Women**

As prospering Americans become more and more recreation-minded, they are opening up unlimited marketing opportunities. And a large share of this market will be captured by the companies which can create new appeals for the sporting instincts of the little lady.

This fall, for example, a leading maker of firearms and ammunition is launching an unusual campaign to entice more women to the time-honored man's sport of hunting and shooting. Winchester-Western, a division of Olin Mathieson Chemical Corp., is out to create a vast new potential market

—now only half a million women hunt or shoot, compared with 12 million men.

Winchester's marketing campaign involves a lot more than a new line of lightweight, feminine-type firearms. The company hired John Weitz, famed designer of women's sportswear, to create a wardrobe of women's clothes exclusively for shooting. The collection will be made and sold independently by established fashion firms.

To sell this new sporting concept, Winchester arranged a tie-in between leading fashion retailers and local gun clubs throughout the country. A series of fashion shows featuring the Weitz collection and Winchester guns will be held this fall.

### **Milage Allowances Up Again**

The cost of keeping a salesman on the road in an automobile has reached another record high.

Milage payments to salesmen driving their own cars on company business have risen 8% in the past 12 months and are a full 15% over 1957 milage allowances. These data, from Wheels, Inc., auto fleet leasing firm, are based on a survey of 327 companies operating fleets ranging from 25 to 1,000 cars.

Companies with salesmen averaging more than 18,000 miles per year generally pay 8 or 9 cents. Those operating fleets primarily in cities, where lower milage is the rule, often pay 10 and 11 cents.

### **INTERESTING, IF NOT SIGNIFICANT . . .**

Party-happy Americans now pour 50% more dollars into party goods than they did four years ago . . . 50-state survey reveals that the favorite snack of TV-viewers is potato chips. Candy ranks second; then fruit, cookies, nuts and dry cereals . . . U.S. soft drink bottlers are investing a record \$150 million in advertising and promotion this year to push sales up a bubbling 15% . . . This year's spring pack (Jan.-June) of frozen spinach jumped 56% over last year's to 95 million pounds.

# THIS TAG GETS IT HOME !



McCall's USE-TESTED Program tests almost every type of product sold in your store. When a product displays the USE-TESTED tag, it means that the editors of McCall's used it and they like it. They say so right on the tag.

This is important to you. It helps millions of women buy more knowingly, more confidently. They trust McCall's. Just as important, they trust the facts McCall's gives them on the tag—facts in language they can understand.

That's why the McCall's USE-TESTED tag is your salesman when your salesman isn't there...and when your salesman is there, it's an impartial endorsement by a qualified third party. It's the point-of-difference that influences the sale.

Manufacturers can learn how their products can be aided by the USE-TESTED Program by writing to:

McCall's, Dept. H-P, 230 Park Avenue, New York 17.

## “ WE USED IT AND WE LIKE IT ”



## Today's best sales conventions "come to order" overseas

ANY CONVENTION that goes overseas with Pan American gets off to a flying start in more ways than one. Pan Am can show you how to hold your next convention in Bermuda, Puerto Rico or dozens of other inviting locales. And now, aboard Pan Am's fabulous Jet Clippers\*, Europe is less than 7 hours from New York; Hawaii as little as 4 hours 55 minutes from the West Coast.

Not only is an overseas convention a great morale booster, but it will also give your company added prestige. Pan Am will also arrange Travel-Incen-

tive Programs to suit your exact needs.

Both of these, the Overseas Conventions and the Travel-Incentive Programs, have proven records of success.

A Pan Am representative will gladly help you plan from the start—even show full-length sound and color movies of places on your route. Your final low package rate includes supervision of every detail—hotels, tips, insurance and extras like golf and fishing. Get full information now. Contact Henry Beardsley, Pan American, Box 1790, New York 17, N.Y.

\*Trade-Mark, Reg. U. S. Pat. Off.



FIRST ON THE ATLANTIC • FIRST ON THE PACIFIC • FIRST IN LATIN AMERICA • FIRST 'ROUND THE WORLD

**WORLD'S MOST EXPERIENCED AIRLINE**



# RESCUE IN SUPER CANYON



Today's supermarket is a complex canyon of packaged products—in thousands of varieties. The busy shopper faces a confusing expanse of patterns, shapes and colors in every direction. . . . Many good products get lost in such a setting. It is here that superior packaging can make its greatest contribution with visual design that answers the shopper's call, quickly and clearly, like a visual echo.

Container Corporation's Design Laboratory uses its special combination of tools, techniques and personnel to equip packaging of every kind with the visibility to be seen and the sales appeal to be wanted.

Let Container Corporation packaging blaze a shopper's trail directly to your product.

CONTAINER CORPORATION OF AMERICA



FOLDING CARTONS  
SHIPPING CONTAINERS  
SEPTON FIBRE CANS  
PLASTIC PACKAGING

38 SOUTH DEARBORN STREET, CHICAGO, ILLINOIS

	Total U. S. Expenditure	Spent in N.Y. News	News % in N. Y.		Total U. S. Expenditure	Spent in N.Y. News	News % in N. Y.
x 1 General Motors Corp.	\$34,603,336	\$486,281	16.9	x 37 Socony-Mobil Oil Co., Inc.	\$2,836,019	\$ 74,705	22.1
xx 2 Ford Motor Co.	20,000,024	332,143	24.0	xx 38 Standard Brands, Inc.	2,768,516	135,991	43.5
x 3 Chrysler Corp.	16,049,691	250,216	20.3	xx 39 Studebaker-Packard Corp.	2,738,153	57,488	29.2
xx 4 General Foods Corp.	14,193,039	312,604	33.5	xx 40 Goodyear Tire & Rubber Co.	2,665,044	131,340	77.8
xx 5 Distillers Corp.— Seagram's Ltd.	12,099,291	727,077	32.5	x 41 Trans-World Airlines, Inc.	2,604,497	140,182	20.0
xx 6 Lever Brothers Co.	9,220,071	353,490	41.2	xx 42 Liebman Breweries, Inc.	2,548,483	608,181	35.9
x 7 Schenley Industries, Inc.	8,896,019	135,742	18.4	x 43 Carnation Co.	2,524,935	2,748	7.1
xx 8 American Tobacco Co.	8,757,784	306,045	26.1	x 44 Shell Oil Co.	2,465,433	33,500	26.8
xx 9 Colgate-Palmolive Co.	8,276,947	310,375	43.3	x 45 Pan American World Airways	2,444,447	111,144	12.1
x 10 General Electric Co.	7,004,632	273,656	40.6	xx 46 Kellogg Co.	2,413,700	116,690	58.4
xx 11 Procter & Gamble Co.	6,972,897	317,788	55.9	xx 47 Prudential Insurance Co.	2,348,539	113,181	58.6
x 12 National Distillers & Chemical Corp.	6,702,284	91,840	24.1	xx 48 Sterling Drug, Inc.	2,329,208	133,817	51.7
xx 13 National Dairy Products Corp.	6,029,557	382,003	58.7	xx 49 H. J. Heinz Co.	2,292,355	144,339	50.0
xx 14 P. Lorillard Co.	5,924,520	250,547	28.7	xx 50 Gillette Co.	2,249,120	108,057	62.6
xx 15 General Mills, Inc.	5,794,150	246,721	56.8	xx 51 Sun Oil Co.	2,232,172	63,436	29.0
xx 16 Philip Morris, Inc.	5,572,421	272,797	32.6	xx 52 Armour & Co.	2,225,387	97,204	80.6
xx 17 Hunt Foods & Industries, Inc.	5,425,390	311,440	52.6	x 53 Curtis Publishing Co.	2,159,231	39,359	6.6
xx 18 R. J. Reynolds Tobacco Co.	5,215,711	145,828	43.8	xx 54 Swift & Company	2,124,219	51,846	46.2
xx 19 American Home Prod. Corp.	4,638,493	159,715	53.0	xx 55 Borden Co.	2,093,207	73,395	44.9
xx 20 Campbell Soup Co.	4,588,350	458,260	73.1	xx 56 Standard Oil Co. (Calif.)	2,047,287	58,223	50.9
xx 21 American Motors Corp.	4,295,899	107,244	41.8	xx 57 B. F. Goodrich Co.	1,987,670	31,993	28.4
x 22 Coca-Cola Co.	4,023,772	3,350	2.3	58 Phillips Petroleum Corp.	1,985,310	—	—
xx 23 Quaker Oats Co.	3,889,910	259,148	79.0	x 59 Liggett & Myers Tobacco Co.	1,983,298	54,404	16.8
x 24 Eastern Airlines, Inc.	3,635,321	282,615	19.2	60 Wm. Wrigley Jr. Co.	1,982,706	—	—
xx 25 Pepsi-Cola Co.	3,584,998	115,848	44.2	xx 61 United Air Lines, Inc.	1,972,711	104,201	28.1
xx 26 Standard Oil Co. (N.J.)	3,305,724	105,344	35.5	x 62 Renfield Importers, Ltd.	1,945,070	82,106	25.8
xx 27 Standard Oil Co. (Indiana)	3,231,748	28,174	56.6	x 63 E. I. Du Pont De Nemours & Co., Inc.	1,872,567	41,996	8.2
xx 28 Hiram Walker-Gooderham & Worts, Ltd.	3,172,957	134,161	31.6	x 64 Brown-Forman Distillers Corp.	1,869,467	21,631	27.3
x 29 Doubleday & Co., Inc.	3,078,389	94,192	18.5	xx 65 Bayuk Cigars, Inc.	1,848,200	156,678	30.2
xx 30 Westinghouse Elec. Corp.	3,061,347	83,072	47.7	xx 66 Beech-Nut Life Savers, Inc.	1,809,087	152,229	64.1
xx 31 Corn Products Refining Co.	3,044,049	213,321	58.2	x 67 Delta Air Lines, Inc.	1,775,007	46,607	16.2
xx 32 National Biscuit Co.	2,982,993	170,692	64.6	x 68 Heublein Inc.	1,732,668	65,456	24.1
x 33 American Airlines, Inc.	2,964,339	132,684	18.9	xx 69 Continental Baking Co., Inc.	1,732,120	79,060	87.1
x 34 Pillsbury Mills, Inc.	2,953,690	20,390	20.3	x 70 Reader's Digest Assn., Inc.	1,680,734	70,629	32.5
x 35 Rexall Drug Co.	2,881,419	23,246	13.8	xx 71 Warner-Lambert Pharmaceutical Co., Inc.	1,635,213	96,224	54.5
x 36 Gulf Oil Corp.	2,854,696	64,206	19.5	72 Glenmore Distillers Co., Inc.	1,605,478	—	—
				x 73 Time, Inc.	1,584,721	15,765	2.4



## In New York, in 1958 ... of the 100 leading general advertisers in newspapers

98 ran in New York City newspapers  
xx95 used the New York News, and  
xx63 spent more in the News than in any  
other New York City newspaper

In the recession year of 1958, the News increased its share of the money spent in New York by the hundred leading general advertisers in newspapers—to a new high of 33.5%.

In the list of the hundred leaders for last year, there were 16 new entries. Fifteen ran in New York City papers, and 14 used The News and 11 of these

spent more in the News.

Of the 84 advertisers continuing in the group, 52 spent more in the News.

In the New York market, there is no substitute for the coverage, the quality, the impact—and the influence of the New York News. And no medium delivers more sell for the money.

	Total U. S. Expenditure	Spent in N.Y. News	News % in N. Y.		Total U. S. Expenditure	Spent in N.Y. News	News % in N. Y.
xx 74 Minute Maid Corp.....	\$1,569,658	\$ 76,110	65.5	xx 88 Capital Airlines, Inc.....	\$1,279,287	\$ 86,495	34.7
xx 75 Kimberly-Clark Corp.....	1,563,981	148,536	75.5	xx 89 Firestone Tire & Rubber Co.	1,278,607	132,594	72.9
x 76 Anheuser-Busch, Inc.....	1,479,731	12,513	26.2	x 90 Institute of Life Insurance	1,278,343	16,528	13.4
xx 77 Plough, Inc.....	1,473,643	86,671	53.8	xx 91 Simoniz Co.....	1,264,883	146,390	95.4
xx 78 Beacon Co.....	1,439,393	217,276	47.6	x 92 National Airlines, Inc.....	1,257,854	129,603	22.0
xx 79 California Packing Corp...	1,427,778	79,692	55.0	xx 93 Bristol-Myers Co.....	1,255,596	85,298	58.4
xx 80 Helene Curtis Indus., Inc.	1,427,171	103,222	88.3	xx 94 Consolidated Cigar Sales, Inc.	1,247,275	63,420	38.2
x 81 Atlantis Sales Corp.....	1,376,254	5,360	10.9	xx 95 New York Life Insurance...	1,219,929	75,254	61.0
x 82 Zenith Radio Corp.....	1,366,572	33,502	27.2	xx 96 Greyhound Corp.....	1,210,880	38,346	27.6
xx 83 Libby, McNeill & Libby...	1,349,963	131,342	66.1	xx 97 American Dairy Assn.....	1,199,540	22,024	41.5
xx 84 Philco Corp.....	1,333,739	34,553	55.0	98 Top Value Enterprises, Inc.	1,196,120	—	—
xx 85 Norwich Pharmacal Co.....	1,323,673	123,368	72.8	xx 99 John Morrell & Co.....	1,184,855	56,480	67.4
86 Yardley of London, Inc.....	1,300,419	—	—	x100 Canada Dry Corp.....	1,151,831	43,448	22.0
xx 87 Motorola, Inc.....	1,291,340	66,330	89.2				
				TOTAL	\$363,786,152	\$13,290,415	33.5

**THE NEWS**, New York's Picture Newspaper  
with more than twice the circulation, daily and Sunday, of any newspaper in America.



Long Distance

brings  
prospects

right here →

where you can ask

for the order

Pick up your phone—and you reach your prospect *personally*.

At that moment, you're in a position to make a sale—for you can ask and answer questions, tell your story in your own words and your own way.

Each week, Joseph Stanelli, vice president of the Wellco Shoe Corp., Waynesville, N. C., personally sells about 1800 pairs of shoes by Long Distance. Annual sales total: \$200,000.

Have *you* tried this profitable idea?

**BELL TELEPHONE SYSTEM**



*Long Distance pays off! Use it now...for all it's worth!*



## recipe for presidents

... Commenting on your July 17 editorial, "Your Competitors for Top Sales Jobs"—You struck a raw nerve with many sales executives I know with that piece.

Let me pose this question, which I think is a natural conclusion from your comments: Who will work out best as eventual president—a non-marketing man who learns what he needs to know about marketing; or the sales or marketing man who learns what he needs to know about non-marketing subjects?

I'm prejudiced in favor of the sales-oriented man—but he has a much tougher row to hoe. There are a great many seminars, "short courses" and much literature on the subject for the non-marketing man to acquire quickly a fairly broad understanding of what marketing is about. But where does the marketing man get a similar understanding of what he must know about finance, accounting, law, production and manufacturing, etc.? Most such courses are so

deep that, like the little girl, I wind up knowing more about penguins than I cared to learn. You wind up an attorney or CPA!

Why not gather a list (from subscribers?) of non-marketing courses which are within the time limitations of sales people and which cover the basic principles.

Blaine S. Britton  
Management Surveys  
Greenwich, Conn.

## missing—one gear

If you try to start up the machine on which the gears are attached as shown on the July 10 [SM, Survey of Industrial Buying Power] cover you are going to have a hell of a smash-up!

Perhaps you have shown here why some sales and promotion plans do not work—they are not geared up right.

Walter E. Schutz  
W. E. Schutz Co.  
Beloit, Wis.

(continued on page 26)

## Look Ma, No Staples!

With this issue SALES MANAGEMENT makes a further advance in its usefulness to readers, with lie-flat, easily detachable pages. Nearly five years ago (October 15, 1954) we pioneered with perforated pages—which made a bigger hit with subscribers than any other single innovation before or since.

But there was one annoying feature, shared by us and countless other magazines bound with a metal side stitch: you couldn't open the magazine out flat.

Now with the cooperation of our printer, Hughes Printing Co., we present a slotted binding, no staples, providing strength plus flat opening plus easy detachment.

Make these experiments: hold this issue up by a single page. It doesn't become detached. But then open the issue flat to any page, and tear a page with an even pressure. It's as easy to detach, perhaps easier, than the former perforated page.

The improvement adds to our production cost, and we'll consider it worthwhile only if a substantial number of subscribers will take the trouble to tell us that they like the innovation.

Do you like it enough to tell us so?



## THE NEW C.O.C. EXECUTIVE

### The Visual Sales Aid That PUTS YOUR STORY ACROSS!

Demonstrate your services, your products EFFECTIVELY, DRAMATICALLY with the C.O.C. EXECUTIVE Projection Table Viewer. You stimulate interest, create excitement, because the truly portable C.O.C. EXECUTIVE is the most intelligent sales tool for business, industrial, educational or advertising use. Set it up in 3 seconds for group viewing, in fully lighted rooms. Easy to carry, simple to handle.

• Precision optical system • Patented 8" x 8" Lensscreen for wide-angle viewing • Automatic Airrequisit slide changer • Up to 36 2 x 2 slides per magazine • Rugged, self-contained aluminum unit • AC-DC, 100-125 volt • Smaller than briefcase, only abt. 6 lbs. **\$69.50**

WRITE NOW for illustrated literature!

**C.O.C. INDUSTRIAL** 37-19 23rd Avenue,  
Long Island City 5, N. Y.

A Division of Camera Optics Mfg. Corp.

## OPTIVOX LIGHTWEIGHT PORTABLE EASEL



**For Better PRESENTATIONS!**

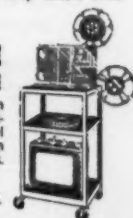
Here's the adaptable easel—29" x 39½" steel board, finished in "rite-on" green—may be used as chalk board, chart board or magnet board; converts from 70" floor use to table model. Completely portable—weighs 17 lbs. **Only \$44.95**

Carrying case and lamp fixture extra.

## PIXMOBILE PROJECTION TABLE

There's space for all your materials on this easy-to-roll table with sponge rubber pad on top shelf. Has 4" swivel wheels (two with brakes) that hold on incline. Several models and heights. 42" table only \$32.95.

Write for Literature and Dealer's Name. Some Dealer Territories Still Open.



**THE ADVANCE FURNACE CO.**  
2310 EAST DOUGLAS WICHITA, KANSAS



## Free Press Circulation Now 497,799 Daily

**A GAIN OF 45,008 FOR 2ND  
QUARTER OF '59 OVER '58**

The Detroit Free Press, Michigan's fastest growing newspaper, racked up a daily circulation increase of 45,008 for the three month period of April, May and June, 1959, over the same period a year ago.

These gains bring total daily circulation to an impressive 497,799\*

—highest ever reported by The Free Press or any other Detroit or Michigan newspaper.

Sunday Circulation of The Free Press is up, too

—up 32,004 for the same period to another all-time high of 527,119!

The Free Press—Michigan's only morning newspaper—is *unduplicated* in the morning; it gets the *undivided* attention of the largest daily audience in Michigan newspaper history!

\*ABC Publisher's Interim Statement for the three months ending June 30, 1959.

### The Detroit Free Press

REPRESENTED NATIONALLY BY STORY, BROOKS & FINLEY

*In Michigan, you see the friendly Free Press everywhere!*

Have you examined your July 10 cover?

While we realize that most people in sales work may not be mechanically minded, we believe the gears represented would form a "perfect lock."

T. C. Kinsler

Omaha, Neb.



► SM's art director has this to say to readers Schutz and Kinsler, "The machine was specifically designed to be static because if the gears really worked they would move so fast our readers wouldn't be able to read the copy imprinted."

#### SM in classroom

"I know SM is primarily for sales executives. But I wonder whether you have ever considered how useful SM is to marketing teachers in the schools of business? In the July 19 issue alone I clipped 11 items for use this fall in my classes in Sales Management, Marketing, and Marketing Management. That's about par for the issues, some more, some less."

Hector Lazo

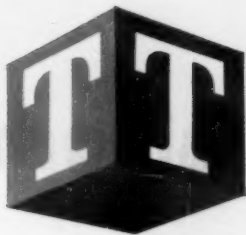
Chairman, Marketing Dept.  
Graduate School of Business Administration  
New York University  
New York, N. Y.

#### survey surveyed

Just finished reading the Survey of Industrial Buying Power [SM, July 10]. May we add our congratulation to Dr. Gould and the staff. Such information is vital to every business competing in today's market.

P. W. King

President  
Rolatope, Inc.  
Santa Monica, Cal.

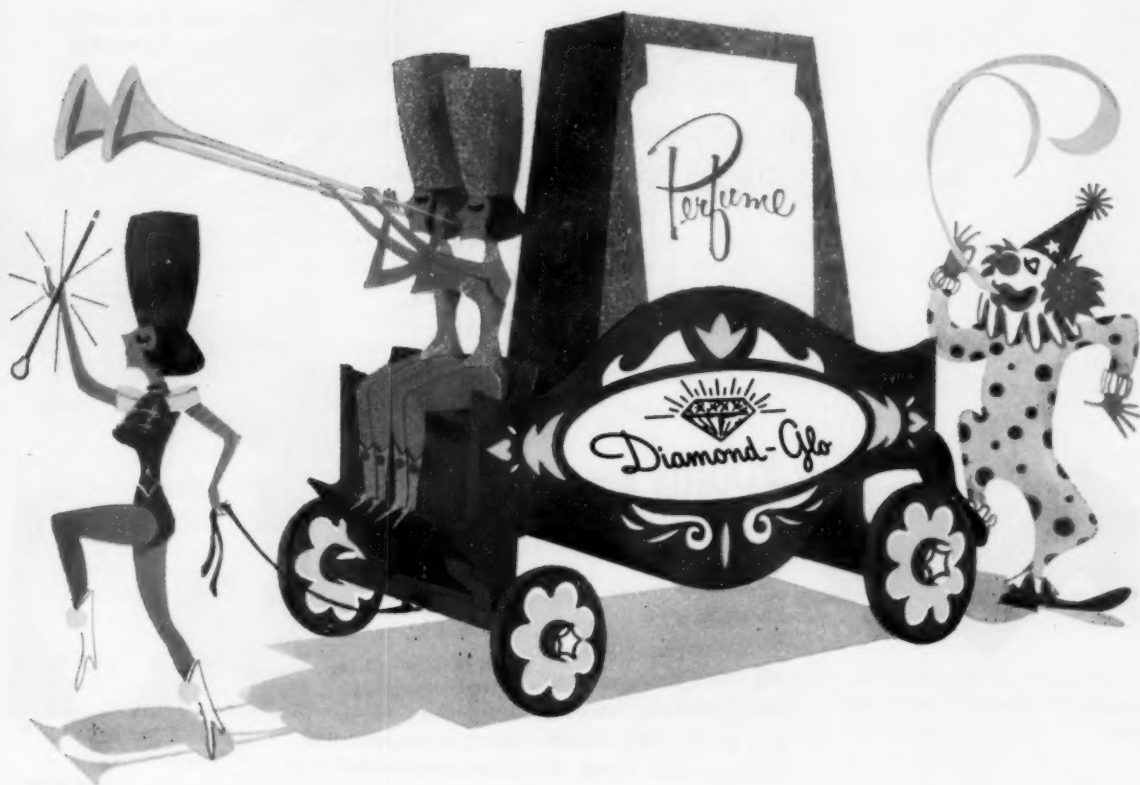


is for Trumpets and fanfare (It's so!)

For the great board discovery called new Diamond-Glo.

It's the packaging breakthrough, the news of the year,

And Diamond-Glo users are shouting "Hear! Hear!"



G

is for Gardner, whose Diamond-Glo glitters

To help sell your products from pills to corn fritters.

Known for smooth surface, ink mileage and more,

Its appealing appearance sells goods by the score.

*Persuasive Packaging*

**DIAMOND GARDNER CORPORATION**

THE GARDNER DIVISION • MIDDLETOWN, OHIO

Manufacturing Plants in MIDDLETOWN and  
LOCKLAND, OHIO, and SPRINGFIELD, MASS.



DRY CARTONS • CARRIERS • BOXBOARDS  
PARAFFIN CARTONS • RETAIL CARTONS

For full-color Diamond-Glo brochure and sample packages, write Diamond Gardner Corporation, Department F, Middletown, Ohio

# This Digest advertising helped

Advertisement

Another report from the medium that's adding a new dimension to marketing



How a secret hidden in ancient churches brings new quiet and charm to today's living

## FOUND: A BETTER NOISE TRAP

Airplanes...street traffic...motorized appliances...ear-splitting radio or television programs—these are only a few of the noise-makers that beset the home today. Home owners often pay the penalty in tension, annoyance, fatigue, irritability and even digestive disturbances.

Widespread recognition of these adverse effects of noise has increased the demand for home acoustical treatments. At the two recent Women's Congresses on Housing, requests were made for quieter homes.

Searching for a better answer, Wood Conversion Company laboratories developed a new wood-fiber acoustical tile that combines an ancient acoustical idea with modern, high-style decorative treatment. The product is called Nu-Wood® Micro-Perf acoustical tile.

### New Application of Church "Sound Pots"

In 12th and 13th Century Swedish and Danish churches, curious, pot-shaped apertures were used in walls and arches over the choir to render sound more pleasing. Similar-shaped openings are used in Nu-Wood Micro-Perf tile to improve sound absorption. Upper drawings show details of the "sound pots"...lower photo is enlarged cross section of Nu-Wood tile showing the pot-shaped, fiber-lined perforations.



Needle Point Apertures Sound Pot



Here sound is controlled by these needle-point Micro-Perf holes. Nu-Wood® Micro-Perf acoustical tile has hundreds of needle-point holes, practically invisible when the tile is applied. Only the reduced noise-level in the room tells the home owner they are there. Why are these tiny perforations so effective in controlling unwanted sound? The secret is in their shape—the pot shape that creates a chamber with sound-absorbing ability. When applied, Nu-Wood Micro-Perf tile soaks up noise the way a sponge absorbs water.

The exceptional clear tones of Nu-Wood Micro-Perf tile comes from its 3-dimensional-looking perforation pattern, available in gray or beige tones. Resembling such naturally occurring materials, the pattern is suitable for any room in the home. Micro-Perf tile, too, is easily cleanable, highly light-reflecting and has a flame-resistant surface. It is sold by lumber dealers throughout the country.

For a 16-page booklet, Nu-Wood Acoustical Tile, write to: Wood Conversion Co., Dept. 111-21, Post Office Box 111, St. Paul, Minn.



# increase sales 45%

## Wood Conversion Co. reports record sales of new acoustical tile —advertised exclusively in Reader's Digest

Recently, the Wood Conversion Company developed a new acoustical ceiling tile for homes. Instead of having the large sound-absorbing holes associated with commercial tile, it has smaller-sized holes arranged in attractive designs and connected with larger sound-absorbing chambers beneath the surface. This new tile—called Micro-Perf—not only provides sound-correction, but it adds beauty to any room.

The Reader's Digest was chosen to *advertise this new product exclusively*. It was the first time the company had ever used the Digest. And sales of the new product would depend almost entirely on the Digest response.

Marland S. Wolf, the company's sales vice-president, reports:

*"Within 60 days after our first Digest ad appeared, many of our district sales managers went 100% over their quotas. Each month following saw better-than-quota performance. For the first six months, acoustical tile sales were 45% ahead of last year's substantial volume.*

*"We began to get straight carload orders for our new*

*acoustical tile. Dealers and jobbers were enthusiastic about the new product and the promotion behind it. Nu-Wood acoustical tile sales continued to move up."*

Almost immediately, Wood Conversion plants stepped up to capacity production of acoustical tile, added another production line, and *still* tile sales continued to climb.

Advertising Manager Kenneth C. Lindley says:

*"Almost as an afterthought, we added three small lines at the bottom of our Digest ads offering an idea booklet for 25¢. We were swamped with orders.*

*"What's more, 1,500,000 pieces of sales literature were ordered after the first Digest ad appeared . . . to meet a demand double anything we had ever experienced."*

The record results obtained by Wood Conversion Co. are not unusual for Digest advertisers. Readers *shop* Digest advertising pages . . . they have the money to buy . . . and they *buy*.

Next time you're considering a media schedule, consider what The Reader's Digest . . . world's most powerful selling force . . . can do for you.

### Quick facts for busy executives

Reader's Digest offers all these *exclusive* benefits to advertisers:

**1 The largest proven audience of readers.** It is larger than any other magazine, weekly, fortnightly or monthly, larger than any newspaper or newspaper supplement. More people read the magazine than look at the average nighttime network television program.

**2 The largest quality audience.** More people with greater spending power read the Digest than any other magazine. And you will find that the higher the income group, the greater the Digest's share of the audience.

**3 Discrimination in the advertising accepted.** The Digest alone of major advertising media accepts no alcoholic beverages, no cigarettes or tobacco, no patent medicines—and for any product, it accepts only advertising that meets the highest standards of reliability.

**4 Belief in what the magazine publishes.** People have faith in the Digest, in its editorial and advertising columns alike.

These other advantages of Reader's Digest also help your advertising dollars work harder:

- 4-color advertising for only 13.1% more than black-and-white. Lower cost-per-thousand for 4 colors than any other major magazine offers for black-and-white
- 2-color advertising at the same cost as black-and-white
- Bleed-page advertising—40% more space—at no extra cost
- Half pages in 2 and 4 colors
- All advertising placed adjacent to editorial matter
- 11,750,000 circulation rate base

*People have faith in*

## Reader's Digest

*Largest magazine circulation in the U.S.  
Over 11,750,000 copies bought monthly*

Sales Management September 4, 1959 29

# Now, A New Look At Your

**FACTORY updates its famous Century Electric Study of 1953...new research reveals eye-opening average of 11.9 in-plant buying influences per product over range of 99 industrial product groups...discloses average contact per supplier salesman to be 1.97 plant men...emphasizes the effectiveness of businesspaper advertising—and FACTORY's strength in particular—by demonstrating an average of 6.2 buying influences per product reached by FACTORY alone.**

During 1958 FACTORY worked out a new research technique to secure buying influences data-in-depth in a single plant—and to relate it, in turn, to supplier sales coverage and businesspaper coverage of these influences. Also, to learn who specifically gets involved in these important purchases...as actually reported by each plant man himself.

What this means to you is that new data has been gathered on almost a hundred different product types, typical of those used in most plants. The material comes from research in the Century plant itself, and among a sample of Century Electric's suppliers furnished by Century. The facts, obviously, can be invaluable to sales and advertising planning.

## **Buying Influence Chain Is Long**

The chain of buying influences in the plant is exceedingly long, product by product. Far longer than most sales and advertising executives realize. This new research shows that nearly 9 out of 10 plant operating management men get into the buying picture on some product. The average number of buying influences per product is 11.9 plant men, excluding purchasing and other departments.

## **Sales Contacts Improved, But...**

The registered increase since 1953 in "average sales contacts" of suppliers is almost 100%. This, however, is offset by a decline in "maximum contacts" by any one supplier, and by the large number of suppliers showing no plant operating contacts at all. The average number of contacts per salesman was 1.97 plant men. The maximum number of contacts per salesman was 5 plant men. Clearly, the problems of personal sales contact with the men exercising product buying influence is tremendous.

## **FACTORY Covers 52% Of Influences**

For the suppliers reporting, FACTORY alone would multiply sales contacts in the plant 4.3 times.

Of the 15 men not known or contacted by any supplier, FACTORY alone reaches 7, in addition to 9 others.

Where, on the average, suppliers contact only 16.5% of their buying influences, FACTORY contacts 52% of all buying influences.

*Put another way, out of the average 11.9 buying influences per product, FACTORY alone reaches 6.2 (52%).*

# Problems Of Sales Contact

## Why Is FACTORY So Strong?

Of all businesspapers, *only* FACTORY concentrates on helping plant operating management men in their dual capacities as *engineers* and as *managers* of plant operations. FACTORY, uniquely, serves its readers what they want and need to run their plants better as profitable manufacturing units... gives them active, live editorial on modernization, cost control, preventive maintenance, work simplification, wage incentives, and the like... helps them reduce operating expenses, upgrade production and quality, turn out a better product at lower cost.

FACTORY asked readers of FACTORY at Century Electric the following question: "What do you get out of FACTORY that you don't get anywhere else?"

One answer was, in part: "Your material on management techniques and methods improvement is not available anywhere else."

Other answers, too, are starkly revealing in their appreciation of what FACTORY does that no other magazine duplicates. They are reported verbatim in the brochure pictured on this page.

## Other Marketing Help In Study

The study's findings have considerable significance in related areas, too. Included is material relating to timely questions like these:

Are "sellers' market" conditions, still lurking in '53, continuing to affect the number of plant men contacted?

Are greater numbers of salesmen, and better sales training, having an effect on the number of plant buying influences contacted?

What has been the extent of change in the plant operating management organization?

What is the ratio of buying influences to actual sales contacts?

## How To Get The Facts

The full report of this monumental research effort is contained in an 8-page brochure published by FACTORY. A copy is yours for the asking. If you're in a hurry, call the FACTORY district manager in your area. Otherwise write the Research Manager, FACTORY, 330 West 42nd Street, New York.

### Brochure features

14" x 22" chart  
detailing buying  
influence data  
for each of  
99 products.

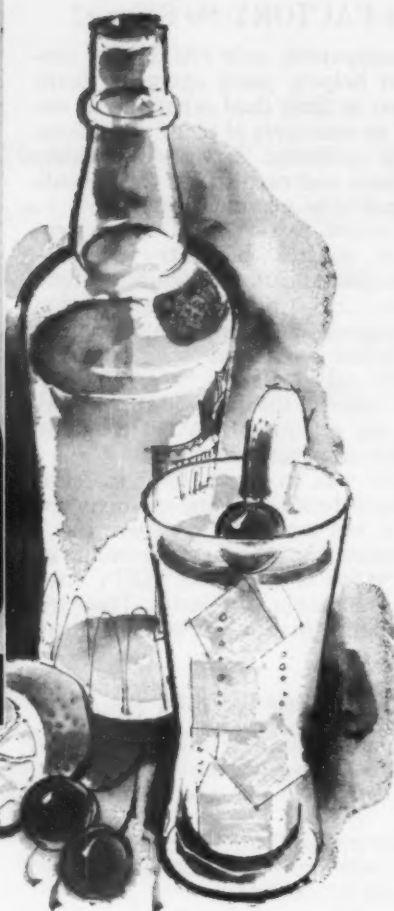


# FACTORY

A MCGRAW-HILL PUBLICATION (ABC-ABP) 330 WEST 42nd ST., NEW YORK 36, N. Y.



M. L. STEVENSON, Seattle  
representing  
HEUBLEIN INC., DISTILLERS



## **"Tacoma market demands complete and separate coverage..."**

"A very large proportion of our products are consumed in the Tacoma Market," Mr. Stevenson says. "That area requires separate newspaper promotion and we've found that Seattle newspapers do not fill the bill. Therefore our products are consistently advertised in the Tacoma News Tribune."



### **Think Twice About Tacoma**

Any way you look at it, Tacoma is an "A-Schedule" market • Only the News Tribune provides intensive coverage in the rich Tacoma market. Circulation of the News Tribune is now nearly 85,000.

## **TACOMA NEWS TRIBUNE**

Represented by **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco





**Plan and Delegate . . . That's**

## How to Make More Time

**Feel pushed? Not enough quiet hours for creative thinking? Long-range jobs being sacrificed to short-term crises? Then you have a problem in self-management.**

**You'll have to train more so you can delegate more. You'll have to organize better to salvage the odd wasted minutes. You'll have to resist the temptation to tinker with trifles.**

By DON H. SCOTT

Director, Don Scott Associates

All executives have the same amount of time. What they do with it makes the difference between the manager who is moving up and the man who is standing still.

A sales manager who is really on top of his job knows how to budget his time. He is a clock watcher in the best sense. He knows the value of an hour the way an accountant knows the value of a dollar. He doesn't waste it.

Sales managers are among the most time-starved executives I've met. They are always trying to finish yesterday's work today; and with luck they'll get in today's work sometime tomorrow. They seem to be taking remedial action, not preventive action. Who has time to worry about tomorrow anyway? There are three guys waiting outside right now.

Yet the efficient manager can learn how to **make** time. The secret lies in a proper understanding of the functions of an efficient manager.

One of the functions is planning. Without good planning, a manager will always be doing yesterday's work today.

Planning is just as important for you, personally, as it is for your company. You might as well start by planning to use your time more effectively.

Right at the outset, I ought to make clear that there is no easy way to make two minutes grow where one minute grew before. There are no short-cuts in planning. It is a tough job that takes concentration and—that's right—time. You've got to spend time to make time.

Let's analyze the problem in the light of management principles which have evolved through long research into the workings of modern business structures. Business research has shown that there are four kinds of work for which time is used:

1. Routine work: These jobs are the "daily chores" that demand few or no decisions. Reading the mail, dictating replies, signing letters are some examples.

2. Special work: This includes projects that come up at irregular intervals. Examples: finding a location for a new branch office; preparing a spe-

cial market analysis for a new product. You have advance notice that the job must be done; your problem is to schedule your time so that it can be handled in easy stages.

3. Emergency work: This is the kind of job that demands prompt action and prompt decisions. It can't be foreseen in any concrete way, and it can't be planned for; yet it is unavoidable. Even though you don't know just what they will be, you can bet your hat that there are going to be emergencies in any sales job; and you have to be ready. The sales manager who plans his work properly has saved up a special bank account of time for emergencies, and he is ready to meet them head-on. The man who muddles through the day, trying to catch up on his routine tasks, virtually goes into a state of shock when confronted with a real emergency. He is bankrupt of time.

4. Creative work: This is a manager's most important job. It involves a search for new ideas, new methods, new answers. It is long-range creative

thought. It might be said that the creative work of a manager is the origin of company expansion. The man who develops more time for creative work by delegating more of the other three is the man who is licking the time problem.

You often hear a manager complain that he hasn't time to do his job right. But if he learned how to plan, he'd have time to spare.

The manager must plan all of his work. He plans routine and special work well in advance. This gives him time to handle emergencies efficiently. It also wins time for creative work.

A study of good management practice will indicate that proper use of time is a matter of redistribution. The successful manager redistributes his jobs and his responsibilities until he has time under control. He allocates time-consuming activities to subordinates whenever possible. He becomes a miser of time; he's got to in order to get on with his major job of creative planning.

Two facts to consider when delegating are:

1. Delegation of authority: Give subordinates authority to make decisions commensurate with their responsibilities. Then gradually increase their responsibilities. Decisions have to be based on facts, and they are closer to the facts; therefore, their decisions may be even better than yours. At any rate, give them the chance to show what they can do. There's a management axiom that every decision should be made at the lowest level in an organization where the facts are available to make that decision. And don't forget! In busi-

ness, one of the most vital freedoms is the freedom to fail. Allow your subordinates that freedom, and it will breed responsibility faster than forty lectures on the subject.

2. Training of your personnel: In order to delegate, the successful manager must train subordinates. Even though it may take more time to teach a man to do a job than you'd spend doing it yourself, it is time well invested because you have to teach it only once. Eventually you will earn rich dividends in time. The effective executive is one who not only is ready to step up to the job above his, but also has a subordinate who is ready to take over his job. This means time spent in training yourself and others.

These are tested principles, and they can help the busy executive find the time he needs for planning. Yet they are like the Ten Commandments—more honored in the breach than in the observance.

Why is this? Why don't more executives make the effort to follow practices of sound management? Well, it beats me. In frank talks with more than 2,000 managers in key spots of 400-odd companies, large and small, I've heard all the excuses.

I know a company president who locks himself up for two hours a day, opening and reading all the mail received by his company.

"How come?" I asked him.

"I like to see what our customers are thinking," he said.

Another executive, who also devoted hours to the mail, explained, "I get a kick out of seeing how the company has grown."

One sales manager squandered

hours each week wading through reports, checking his salesmen against their quotas. Spot checks every quarter would have accomplished the same end. He could have delegated the job anyway.

A harried manager I know insisted on personally recapitulating all the percentage figures in his profit and loss statement—certainly a chore for his accountant.

Another top executive spent thousands of dollars worth of his time—time that should have been spent on creative thinking—keeping track of tank cars because every time one sits on a siding it costs the company \$4.00 a day.

These aren't exceptional incidents; they are typical. I could give hundreds of other examples of outstanding business executives who have blind spots when it comes to the proper allocation of their valuable time.

One of the most common time-wasters is the practice of collecting all kinds of odds and ends of information. The motive is simply to impress your own boss with your comprehensive knowledge of everything that may be going on in the company. Whatever the boss happens to ask about, you're ready with the answer.

Now this is not a manager's job. You don't have to fill your head with a lot of facts and figures. Your job is to know where to put your hands on these things when you need them. Your success will be measured by what you accomplish, not by what you remember. Let someone else be the memory expert.

The root of many of these time-consuming practices is purely emotional. The executive may have done them for years, and he feels he has to continue or he will upset the applecart. Perhaps it is a problem of fear; perhaps he is afraid to change his habits. I have found that fear can affect the best executives; in fact, fear seems to increase as you go up in the business world. Yet emotional factors are poor guides. The manager should arrange his time to suit his job, not his emotions.

In short, the secret lies in objectively evaluating your time. Analyze how it is spent, determine how it should be spent, and then plan how to spend it in the future.

Don't say you can't afford the time to plan properly. Rather, you can't afford not to. You've read this far; well, it was a waste of time unless it inspires you to invest some more of your time figuring out a way to spend your time more effectively. ♦

CLOCK-WATCHER SCOTT...gained his industrial experience working 16 years for Texaco. During that time he was instrumental in establishing marketing and management development programs in Latin American subsidiaries as well as training Texaco people in the USA.

In 1954 he started his own management consulting organization especially "to meet the needs of smaller organizations that must compete with larger companies for qualified personnel." Today he's serving larger corporations as well. His headquarters are in New Canaan, Conn.



# Beware the Insectum Quartus Quartarius!

It's just about this time, as the hay fever problem subsides, that a bug far more dangerous than the pollen allergy starts to interfere with orderly sales planning and execution.

The Latin name, my learned colleagues tell me, is *insectum quartus quartarius*.

I prefer the plain English words—the fourth-quarter bug.

This is the bug that produces the virulent fourthquarteritis.

The first victims of fourthquarteritis are treasurers, comptrollers, bankers, and all the financially-trained members of the board of directors. But the disease is contagious. Once they become victims, they pass it on to marketing executives, and eventually to the entire organization.

Up through the third quarter, let's say, both sales and profits are up. There's seemingly good forward momentum. So-o-o-o, they are likely to argue, let's cut down on selling, promotional and advertising expenditures for the fourth quarter, and especially in November and December. These savings can be applied almost 100% to net profit for the calendar year. Stockholders will be happier. The company's "rating" in Wall Street circles will go up. And anyway, we've loaded up our distributors and dealers. Let them worry about fourth-quarter sales!

Now about those proposed additions to the sales staff: Let's defer until 1960. The new sales training equipment? Shove it into the next quarter. The advertising? Whatever effect it might have on 1959 sales has already been made; so cut the fourth quarter budget by half, and don't be too quick on the trigger about getting off to an early start in 1960, because with the lousy weather and the tax problems and the sniffles most people suffer in January and February, we might better wait until March before starting any real big-league advertising campaign.

Exaggerated?

Certainly not much. More and more it is becoming a pattern. Promote and sell by fits and starts. Be aggressive March through May. Begin to cut down in June, July and August. Every-

body's on vacation and either can't be reached or couldn't care less. September and October? Wonderful! Go out and slug. November? OK for the first half, but start cutting then because nobody will make any calendar-year buying decisions after that. December? Out! January? People are yet to recover from the Christmas spending jag. February? Well, it's a short month anyway. So skip it.

There is a sound argument for carefully planned specials and spectaculars perhaps several times a year, and no sane marketing man would argue that promotional expenditures should be evenly divided—8.33% each month. But these special efforts should be superimposed upon a framework of steady, unrelenting pressure rather than do nothing, then do a lot. The greatest needs faced by manufacturers in moving their merchandise know no seasons. Witness the problems faced by specific industries as outlined in "Sales Management's Advertising Weathervane," August 21 issue.

Here are some questions you might propose to those advocates of the stop-and-go, fits-and-starts sales and advertising program before fourthquarteritis has affected their judgment this fall:

1. Do you personally and for your family, buy (or make your buying decisions) on any such arbitrary seasonal basis?
2. Does the company do its buying of non-marketing products or services on any such irregular basis, or is it just as likely to decide on a big purchase of materials or equipment in December as in May?
3. So (and here is where you have to be a diplomat so that you don't rub salt into an open wound) how do you justify your being so different when it comes to maintaining a reasonably even pressure on your line of communications between factory and the ultimate consumer?

PHILIP SALISBURY  
Publisher and Editor





### The Switches Are Open On ACF's Sales Track

John D. Loftis doesn't watch the railroad trains go by: He crawls under them (while they're standing still), sits in them—and sells them. He's the new director of marketing for the American Car and Foundry Division of ACF Industries, Inc. And he's about as authoritative about trains as you can get, since he's spent his entire career working for the railroad—or the companies that build the railroads' equipment. A Westerner, he grew up in an area as dependent on rails as it was on drinking water. After he left Utah University he joined the Denver & Rio Grande Western Railroad, in the Roadway Department. He's even been an assistant trainmaster. Later he worked for a company that made some of the engines he used to keep track of, Baldwin Locomotive Works. He was district manager for sales, service and engineering. Then back he went to a railroad, this time the Atlantic Coast Line. He joined American Car and Foundry in 1957 from the Rock Island Railroad, where he was director of research and development. He's been American Car and Foundry's marketing director for product projects. In his new post he will be responsible for marketing research, product projects, promotion, personnel selection and training.

### The Service Station Man Makes Good

In 1930, as the Depression rolled in, a clean-cut young graduate of Virginia Polytechnic Institute took his first job. Esso Standard Oil Co. hired him as a service station salesman. Now, almost three decades later, Robert O. Goodykoontz has been elected vice president of the company. He's been general manager of marketing. Most of this affable, slow-speaking Virginian's career with Esso has been spent in the company's Virginia-West Virginia Division, where he worked up through sales jobs, became marketing assistant, district manager, operations manager, merchandising manager and, finally, division manager. But his first assignment took him to New York in the Sales

Division. His Virginia roots are thick: He married a girl from Petersburg, still belongs to Richmond's aristocratic old Commonwealth Club, sent his son to V.P.I., his daughter to Hollins College. And he's a member of the board of his alumni association—of which he once was president. Besides his degree from V.P.I., he completed the advanced management program at the Graduate School of Business Administration, Harvard University. He's chairman of the Jobber Advisory Committee of the Marketing Division, American Petroleum Institute . . . Bob Goodykoontz relaxes with his hobby of woodworking, shoots golf in the low 80's.







### Beckman Instruments' Showman

Does the name "Judge Roy McBeanly" ring a bell? He figured in an article (Jan. 3) in SM's sister publication, *Sales Meetings*. The Judge, in reality, was **David C. McNeely** and McNeely created him to carry the marketing message to the annual sales meeting of Helipot Division of Beckman Instruments, Inc., Fullerton, Cal. It was a bang-up sales meeting and typical of the showmanship McNeely injects into selling. It's part of

the reason why Dave McNeely has become Helipot's new manager. (He joined the division, which Beckman calls the world's principal manufacturer of precision potentiometers, as sales manager.) Helipot also produces power monitoring equipment, rotating components, subsystems and related elements for electronic instruments and control systems. Applications range from earth-bound computers to airborne missile guidance systems. Be-

fore he joined Helipot, McNeely was sales manager for Philadelphia Gear Corp., and manager of distribution for Morse Chain Co. During the war he served in the Field Artillery, attained the rank of Lieutenant Colonel. He's a showman even in his own home: There he plays (loud) Dixieland jazz on the hi-fi set-up he assembled. He likes TV Westerns—says they give him ideas for sales meetings.

## Tomorrow's Major Trends in Marketing

The American consumer might not be aware of it, but he, too, has an "Image." He is the sun around which many a company's marketing world is now revolving.

R. L. Bobo, Vice President-Marketing, Federal Pacific Electric Co., uses another metaphor. When asked "What in your opinion has been the most significant development in marketing in the last five years?" he replies, "Industry's general recognition of the fact that the customer is the Maypole around which all functions of a successful business must dance."

Many other top management men agree with him.

The editors of *Sales Management* polled the 80 top-level speakers who will appear before the 3-day marketing meeting of the National Industrial Conference Board\* ten days hence, to get their answers to the question just quoted, and to ask, also:

"What development(s) of comparable significance do you foresee in the next five years?" . . . and:

"So far as your own company activities are concerned in the next five years, what do you see ahead as to your needs in sales manpower, advertising, market research? And how do you feel about foreign competition?"

Because replies had to be tabulated to meet an August 20 deadline, this report is based on returns from exactly half the group—executives from 40 companies. (Editor's note: Interestingly, late returns did not in any way change the drift of the response.)

So far as the question concerning developments since 1954 was concerned, the majority cited the in-

\* This conference will be held at New York's Waldorf-Astoria September 16-18. The sessions will cover three main subject-matter areas: Sales Planning (*Sales Outlook for 1960, Predicting New Product Sales, Long-Range Sales Planning*); Sales Management (*Overcoming Salesmen's Complacency, Making Salesmen More Productive, Sales Managers Who Get Results, Profiting from New Products*); and Marketing Research (*Recruiting and Training Researchers, More Effective Research Operations, Measuring Advertising Effectiveness*).

### *They see, for the next five years . . .*

1. There will be much wider acceptance—and much faster development of—the marketing concept philosophy.
2. We shall see communications "miracles" that will telescope time now required for the sales cycle.
3. Industrial products companies will "catch up" with consumer goods companies in marketing sophistication.
4. Managements everywhere will benefit from much wider application of computing machines.
5. There will be much streamlining of distribution systems, shifting in distribution channels.
6. An "engineering" approach to costs will improve the efficiency of the marketing dollar, but the squeeze on profit will intensify.
7. Many more marketing decisions will be based on thorough market research.
8. The content of sales training courses will be better balanced between product knowledge and sales techniques.
9. Forecasting will become a major function for top management.
10. Sales-manpower effectiveness will be increased by more effective pre-conditioning of prospects through advertising.
11. There will be a movement toward the "soft sell" based on buyer benefits and away from "wild claims" and "high pressure."
12. The speed of change in the distribution process will accelerate.
13. Because of the trend toward line expansion, patterns in competition will become much more complex.

creased acceptance of the marketing concept as the most significant trend. Not all used the same language, but the consensus of meaning was unmistakable.

Some spoke of "better coordination" (of all functions to reach marketing and profit objectives). Others used the word "integration." Still others stressed customer-orientation. Several pointed to the creation of "marketing" titles as symbolic of present corporate thinking.

Executives of consumer and industrial products companies alike, in such widely diverse fields as soft goods, drugs, medical equipment, lighting products, office machines, floor coverings, farm equipment, and heavy and light industrial equipment, agreed that the widespread implementation of the marketing concept deserved top billing as the biggest marketing news of recent years. Typical replies are quoted in the box below.

Other most-significant trends cited—but by far fewer respondents—were these:

- Development of electronic computers for data processing.

Cited by V. O. Marquez, GM, Sales Div., Northern Electric Co., Ltd.

- Development of mass-communications media.  
Cited by V-P, consumer products company.
- Recognition of the importance of marketing in the corporate structure.  
Cited by George L. Davis, V-P and GM, Copes-Vulcan Div., Blaw-Knox Co.; E. B. Hill, V-P, Marketing, Koehring Co.
- The tidal wave of top- and middle-management training.  
Cited by sales exec., industrial company.
- The mushrooming of activity in both product and market research.  
Cited by Bert Cremers, V-P, Michigan Alkali Div., Wyandotte Chemicals Corp.; Stanley B. Kurta, Market Research Mgr., U.S. Plywood Corp.
- The return to more intensive selling after years of "order-taking."  
Cited by Carl L. Hecker, Pres., The Oliver Corp.; W. H. Cochrane, Pres., Neptune Meter Co.
- The much-intensified search for profits in the face of rising costs.  
Cited by Lester M. Cole, V-P in Charge of Sales, Warner & Swasey Co. (continued on page 92)

## *... and they pick the marketing concept*

as the most significant development in the last five years.

What has been the single most noteworthy piece of news in the marketing world to develop since 1954? The majority of the panel members came up with the same answer, and these typical replies show some of the interesting variations in the way they cast their votes:

"Change to a customer-oriented marketing concept, combining the functions of sales, advertising, merchandising, packaging, market research, and product planning."—Harold C. Buell, V-P, Marketing, P. R. Mallory & Co.

"Wide acceptance of the marketing concept by business as a necessity to continue to grow in the face of stiffening competition, decreasing profits and rapidly changing market conditions."—Ray R. Eppert, Pres., Burroughs Corp.

"The integration of all marketing elements under a marketing director or vice president, with

the consequent increase of sales-mindedness throughout the organization."—Robert Zinn, V-P, Marketing, Standard Register Co.

"The recognition, acceptance, and implementation of the total integrated marketing concept. Great strides have been made in keying the marketing process from production to final delivery, to the needs and desires of consumers, as opposed to the previous overwhelming emphasis upon rather 'blind' product development."—Walter E. Hoadley, Jr., Treas. Armstrong Cork Co.

"Development of the total marketing function which harnesses together advertising, sales, marketing research and product development toward the ultimate objectives of growth and profit."—Director of Marketing Research, mass-market consumer products company.

"Recognition of the need for better coordination of sales, prod-

uct and market development, market research, advertising, finance and production with customer needs and wants."—V-P, Marketing, multi-division company, industrial products.

"The marketing concept—a philosophy that has really filtered through our organization. An old idea with a new look, which served to reorient the organization to the 'everything starts with an order' concept that had become lost in the World War II period."—Donald A. Gaudion, Pres., Pfadler Permutit, Inc.

"The elements of marketing have always existed, but the important recent development is the change in emphasis by management (some) from whole manufacturing awareness to one of retail awareness. Marketing, as the master switch, controls the various circuits of a business enterprise which now is consumer-oriented."—John H. Shiner, V-P, Marketing, Massey-Ferguson, Ltd.

# Why Grocers Push Fritos so Hard

Promotion-happy Frito Co. has hiked sales well over \$10,000,000 since 1956. One big reason: a topical campaign for every season of the year, brightly conceived, well-dressed at point-of-purchase, and always tightly integrated into national advertising.



POSSIBLY IT HELPS a company to "think big" when it's based in Texas. During co-sponsorship of The Lone Ranger, a six-weeks promotion especially for the youngsters offered irresistible Lone Ranger tattoos with large-size bag of Fritos.

**F**ast-growing Frito Co., Dallas, thrives on a simple sales philosophy: Promote frequently, vigorously, colorfully, twelve months of the year. Never let the retailer or the consumer forget!

A "Frito" is a corn chip—the only one nationally advertised and nationally distributed. It accounts for the lion's share of the company's volume. The remainder comes from six regional brands of potato chips.

Each quarter of the year the company runs one special promotion. As a rule, each lasts six weeks. Each coordinates with the theme and timing of national, trade and point-of-purchase advertising.

These promotions vary widely in their basic ideas, and in most of them the company finds opportunities to tie in other products retail grocers are anxious to sell. Each is likely to embody some element of seasonal time-liness.

For example, the most recent promotion, concluded August 1, was a "Summer Saladventures Campaign" in which Fritos were promoted as a crisp finishing touch for salad plates. This week begins a six-week promotion of Fritos for school- and work-bound lunch boxes.

Earlier this year — February and early March — it was Fritos with soup. April 15 to June 1 tied in with the company's co-sponsorship of The Lone Ranger by offering Lone Ranger Tattoos for the youngsters.

"You tend to reach a saturation point. Consumers and dealers want



# and so Often

By MARY K. PIRIE

something new," says John R. McCarty, advertising-merchandising v.p. McCarty sees that they get it.

While themes change and point-of-purchase aids take on fresh looks, certain elements are standard for all promotions:

- The header of the larger 29c bag, and/or the header of the 6-bag carton, are utilized in some promotional role, perhaps as a premium or a recipe booklet.

- Each campaign is carefully coordinated with advertising in all media: 4-color P-O-P, TV, radio, outdoor, newspaper, trade paper, and direct-to-dealer advertising.

- Each is heavily stressed in the personal calls made on grocers by 1,900 driver-salesmen. These men set up displays of Fritos, alone or with related foods products . . . place other P-O-P materials . . . check dealers' stocks.

The Summer Saladventures campaign is typical of Frito's dressed-up, fast-paced promotions. Copy, "Summer Saladventures taste better with Fritos corn chips," had double grocer appeal. Besides selling more Fritos it helped to move perishable produce items like lettuce, tomatoes, celery, watercress, avocados; and increased sales of profitable salad oils, salad dressings, vinegars, condiments. All P-O-P material showed attractive summer salads in full color, garnished with "Fritos golden corn chips." White space was left for the grocer to add produce items he wished to feature.

The large-size-bag header was a full-color leaflet showing salad with Fritos. The back of this leaflet carried a Salad Maker's Shopping List of 18 fresh-produce salad ingredients, plus the suggestion, "Crush a handful of Fritos corn chips—sprinkle over the tops of your salads."

Outdoor poster boards repeated the theme of the promotion in full color. For use in their own newspaper advertising, grocers were of-



IT'S HARD TO IMAGINE a dealer who wouldn't welcome a promotion idea like Frito's "Summer Saladventures," with its built-in opportunity to push such products as fresh fruits and vegetables, cottage cheese, salad dressing, olives, with Fritos.



CHEDDARBURGERS ANYONE? What housewife could miss this P-O-P display? And it's coordinated with all media advertising. Other products, like the pickles and cheese pictured here sharing limelight, often use special prices during tie-in.

fered black-and-white mats, free of charge.

Well in advance, a four-page broadside told the Saladventures story to 23 Frito plants over the country. (The promotion was nationwide except for a small area in the Pacific Northwest.) At special meetings, regional sales managers and Frito divisional managers explained the promotion to driver-salesmen. Shortly before the salesmen began talking Saladventures to food stores, advertising appeared in trade journals and grocers received a four-color mailing.

"Our driver-salesmen always deliver Fritos to the store, arrange displays and check stocks," McCarty says. "We even pre-price in order to establish uniformity. (Bag sizes range from the 5c to 49c package; a 29c carton contains six 5c bags.) The only time the dealer need touch our product is when he puts it in the customer's shopping bag. This gives Fritos a distinct advantage over products which the dealer must warehouse, ship to his store, unload and arrange." (Major retail outlets are groceries and super markets; but Fritos are sold also at drugstore lunch counters, drive-in eating places, cafes, service stations, liquor stores.)

► During a related-foods promotion driver-salesmen will, if grocers want, correlate displays of Fritos with other products. They often service the entire promotion for a collaborating brand. "For two years we tied in with the American Dairy Association and the Cling Peach Advisory Board

on a Lenten salad promotion," McCarty comments. "Having a minimum field sales force, the C.P.A.B. was happy for our 1,900 salesmen to push cling peaches throughout the country. All advertising showed cling peaches, cottage cheese and Fritos corn chips together — giving each manufacturer more media space for his money."

During a 1957 promotion and again during a 1958 repeat, approximately four million bag headers gave the recipe for Kraft Philly Dip. All Frito advertising, including P-O-P, showed the dip along with Fritos corn chips. In return, Kraft's national TV advertising and P-O-P material showed Fritos with the dip.

The company always tries to associate Fritos corn chips, in the housewife's mind, with as many other food items as possible. This (1) creates new uses for Fritos, (2) gains readier acceptance of promotions by the grocer, who naturally likes the idea of moving several food products together, and (3) builds dealer good will for the future.

In summer, 1958, the company promoted "Cheddarburgers" with Fritos corn chips — Cheddarburgers being glorified cheeseburgers made with buns, ground meat, cheese, pickles, olives, as per the recipe on Frito's large bag header. A summer, 1957, promotion proclaimed: "Outdoor cooking tastes better with Fritos golden chips of corn." A free menu and recipe folder was attached to the large-size bag.

During demonstrations, at store

openings, fairs and trade exhibits, the company currently gives housewives a four-color booklet, "Recipes and Menus for Buffet Entertaining"—with Fritos suggested as an ingredient. A previous recipe booklet featured outdoor menus and recipes.

At least once a year, a special promotion is directed at the juvenile consumer. This year it was Lone Ranger Tattoos. The 29c bag header, printed on special tattoo paper, was used as a premium. It proclaimed, "FREE! Lone Ranger Western Tattoos on the reverse side of this label," and showed the Lone Ranger standing beside a youngster who had applied the tattoos to his hands and forehead. The header's reverse side consisted of four paper tattoos: the Lone Ranger, Thunderbird, Silver, the Frito Kid. The tattoos could be moistened, applied to the skin and patted down. For this promotion, about five million 29c bag headers were distributed nationally.

► The Frito Kid, a happy little trade character wearing a Texas ten-gallon hat, appears periodically in premium comic books, and regularly as a cut-out on the six-pack carton. Frito Kid toss-up balloons have been used as giveaways.

During the company's co-sponsorship of Don McNeill's Breakfast Club radio program, a booklet, "Don McNeill's Kiddie Party Ideas," was given with the 29c bags. Naturally, party suggestions included Fritos. This promotion got an enthusiastic reception from mothers and sold well.

The company considers each promotion simply one unit in the year's total sales effort. It is less interested in individual results than in annual sales volume — \$40,586,000 in 1956, \$45,632,000 in '57, \$51,257,000 in '58, with Fritos corn chips the biggest seller of all its products. McCarty says: "It's difficult to measure, exactly, the effectiveness of any one promotion. For instance, the sales figures for the six weeks of our 1959 Tattoo promotion were 19% over those of last year's same period. However, as Tattoo was only part of our total sales effort during this time, we don't know just what proportion of the increase should be credited to it."

He points out that a well-handled six-week campaign to teach a new use for Fritos, or to encourage juvenile consumption, will build sales that year and all the years to come. "Our sales curve has leveled out so that season no longer makes much difference. Because we've sold the various usages of our product, per-capita consumption now is about equal the year

### One Tortilla—One Hundred Dollars

Fritos, the first corn chips ever made, were inspired by the Mexican tortilla—a small, flat cake of finely pounded corn meal which has served as Mexican bread for centuries.

A young Texan, C. E. Doolin, thought that the tortilla could be sold in America if its quality were improved and if it were cut into thin slices, salted and packaged like potato chips. With his mother's help in a tiny "plant," and with a borrowed \$100, Doolin established The Frito Co.

At first, a good day's business ran about \$8 to \$10. Original production methods were crude and largely manual, but Doolin had hit upon a product which the public liked—and business gradually increased. (Net sales in 1958 were \$51,257,000.)

Though the company now manufactures and distributes six brands of potato chips in various parts of the country, its principal product still is Fritos—the only nationally distributed and advertised corn chips.



It would take 1,000 salesmen, making 10 calls each per day, more than 11 years to make as many face-to-face contacts as you get from 1 ad page in 1 issue of the Post. Alfred Politz' study of Ad Page Exposure proved: 29 million times each issue, someone turns to *your* ad page in the Post!

Isn't this the kind of selling you want your advertising to do?





It's true that people make markets, **BUT**  
they do not become customers  
until they are **REACHED** and **SOLD**

in **AKRON**  
only the **BEACON**  
**JOURNAL**  
can do the job!

Here are the facts about  
the Akron Beacon Journal  
Area of Influence.



a **1** billion  
**400** million\*  
**DOLLAR MARKET**

**POPULATION . . . 745,660**  
**FAMILIES . . . . . 220,734**

**TOTAL BEACON JOURNAL CIRCULATION:**

<b>DAILY</b>	<b>SUNDAY</b>
<b>165,373</b>	<b>175,773</b>

Plan your sales promotions in Akron's **ONLY** daily and  
Sunday newspaper and be sure your messages go home. It  
costs but 40¢ per line with spot or full ROP color available  
in all issues. **ROP Color available Daily and Sunday**

\*Source 1959 Sales Management Survey of Buying Power.

**AKRON BEACON JOURNAL**

*"Ohio's Most Complete Newspaper"*

**JOHN S. KNIGHT, Publisher**

**Represented by Story, Brooks & Finley**

around. For example, when schools close for the summer we lose that business until September — but summer's outdoor consumption is stimulated by our promotion of the theme, "Outdoor Cooking Tastes Better with Fritos."

Currently, Fritos corn chips' advertising emphasizes spot TV and spot radio. Some network TV and radio have been used recently. Next largest medium: outdoor poster boards on a regional basis and during six-week promotions. Newspaper advertising, both color and black-and-white, is used in a number of markets. Just now, outside-of-bus advertising is being tested in a few markets.

Trade journal and direct mail help get the company's promotional and profit story to dealers.

National advertising is prepared and placed by Dancer-Fitzgerald-Sample, Inc.; regional, by Tracy-Locke Company, Inc., and Erwin Wasey, Ruthrauff & Ryan, Inc.

The company uses lots of P-O-P material — usually in four colors because, as McCarty says, "Dealer aids must be extremely attractive or you won't be allowed to put 'em up in today's beautiful super markets. Volume production, for national distribution, cuts our per-store cost of art work and printing."

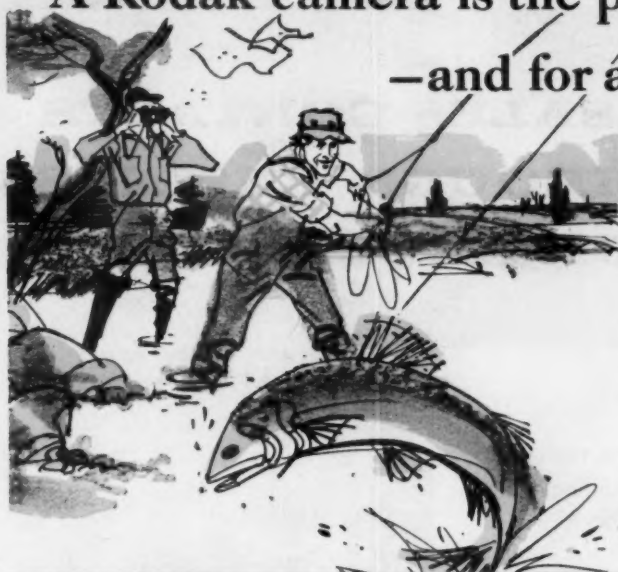
For most promotions the company offers the grocer large in-store posters and streamers for Fritos racks. During a related-foods campaign, these pieces have pricing panels for other products. Special lithographed dump bins — the backs supporting four-color posters — are offered to display packs of Fritos. ♦

#### **Brilliant Design Is Not Enough**

"No matter how brilliant a package, the sales force and the package designer must take into account the amount of handling required by a package," declares Michael T. Frawley, executive vice president B. T. Babbitt, Inc. "It is not enough to produce a package which has high shelf appeal. It must as well avoid additional costs in shelf stocking, in warehousing and even in ordering."



# A Kodak camera is the perfect gift at retirement —and for all your award programs!

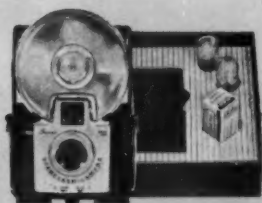


Your employees will really go for Kodak cameras or outfits—as anniversary gifts, as prizes in contests, as suggestion incentives, as party mementos.

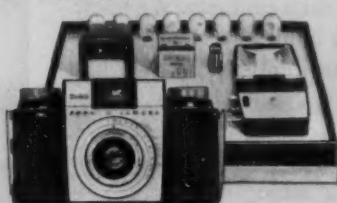
What better way to show your appreciation for a job well done than by marking the occasion with a gift your employees really want—a Kodak camera or outfit. Think how they, and their families, will enjoy picture-taking in leisure time!

There's a just-right item for your gift, prize, or award program in Kodak's complete line of cameras and outfits from \$4.25 to \$850. Mail coupon below for further details.

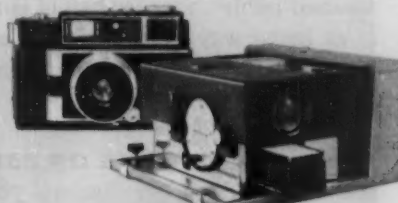
Prices are list and subject to change without notice



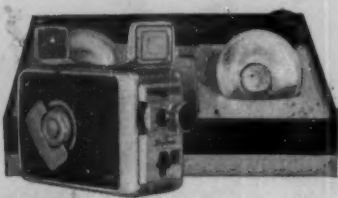
**Brownie Starflash Camera Outfit** takes snapshots in color or black-and-white, and color slides. With bulbs, batteries, film, \$10.35. Other Brownie Star Cameras from \$5.95 to \$34.50, for new Brownie Staromatic with electric-eye.



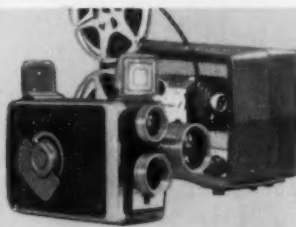
**Kodak Pony II Camera** has one exposure setting to make, and built-in guide tells how. \$29.50; complete outfit, \$42.95. New Kodak Automatic 35 Camera with electric-eye sets lens opening automatically, only \$84.50.



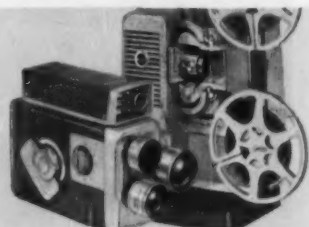
To shoot and show 35mm color slides—Kodak Signet 80 Camera has photo-electric exposure meter,  $f/2.8$  lens. \$129.50. Other Kodak Signet Cameras from \$82.50. Automatic Kodak Cavalcade Projectors—\$124.50 to \$159.50.



**8mm color movies—indoors and out—snapshot-easy.** Brownie Movie Camera,  $f/2.3$ , needs only one setting. \$32.50. Kit, \$39.95. New Brownie Automatic Movie Camera only \$74.50.



**Brownie Movie Camera, Turret  $f/1.9$ ,** for regular, wide-angle, or telephoto scenes, \$67.50. New Brownie 8 Movie Projector—only \$44.50. Other Brownie Movie Projectors to \$79.50.



**Kodak Cine Scopemeter Camera, Turret  $f/1.9$ ,** automatically shows when exposure is correct. 3-lens range. \$99.50. Completely automatic Kodak Cine Showtime Projectors, from \$137.50.

*If it's made by Kodak, you know it's good!*

**EASTMAN KODAK COMPANY, Rochester 4, N.Y.**

**MAIL COUPON TODAY**

EASTMAN KODAK COMPANY, Premium Sales Department, Rochester 4, N.Y.

222-9-1

Gentlemen: Please send me more details on Kodak cameras and outfits.

Name \_\_\_\_\_

Company \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

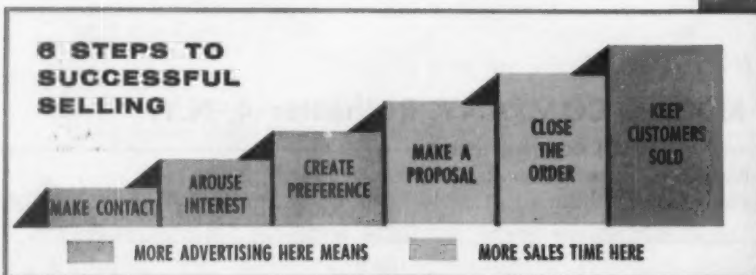
State \_\_\_\_\_

**Kodak**  
TRADEMARK

## "50% OF OUR SALES CONTACTS ARE MADE THROUGH BUSINESS PUBLICATION ADVERTISING"

"Market growth and training requirements limit the extent of our salesmen's activities," relates John F. Spaulding, President of Skil Corp. "In order to reach new markets as well as established users, we depend on advertising in the leading business publications for half of our sales contacts. We know of no better way to reach all buying influences in each prospect company in order to stimulate interest and new applications for our products."

**IF WHAT YOU MAKE OR SELL** is bought by business and industry, you "mechanize" your selling when you *concentrate* your advertising in those McGraw-Hill publications serving your major markets. This helps you maintain contact with prime buying influences who buy and read these magazines... opens new doors... talks to prospects in their own language... gives your salesmen more time to make specific proposals and close sales.





Mr. Spaulding demonstrates the new Snap/ Lock Tool line, which Skil is now introducing through multi-page advertisements in leading business publications.

# Falk Sells Heavy Machinery With Light Bulletins on Sports

Milwaukee's Falk Corporation makes machinery that you don't play around with: things like motoreducers, flexible couplings, herringbone gears.

On the other hand, the company has a sports engineer! He's L. H. Billing, Wisconsin district sales manager. "How did a sports engineer get in there?" you ask. Like this:

Billing prepares a four-page, two-colored publication called "Falk Engineered Sport Facts." It goes to a selected list of people who are in a position to specify Falk products in their companies' orders. And Falk uses this offbeat way of getting such a highly important audience to learn the facts about Falk products.

The idea came to fruition when Billing noticed that sports lovers—especially executives, engineers, su-

perintendents and buyers of specified materials from Falk—liked to read semi-technical data about their favorite forms of athletics. He decided to look up the facts for them and to make these facts the core of a monthly bulletin. One section of the bulletin—about one-half page—is used to talk about Falk products.

It was at the 1951 Olympic ski jumping tryout at Ishpeming, Mich., that Billing, whose business had taken him there, realized how few of the spectators or participants, for that matter, knew anything about the technical angles of ski jumping. The judges, on the other hand, did—and they were fellow engineers.

Falk was looking for a theme for a direct mail campaign. When Billing suggested that "Sport Facts" might

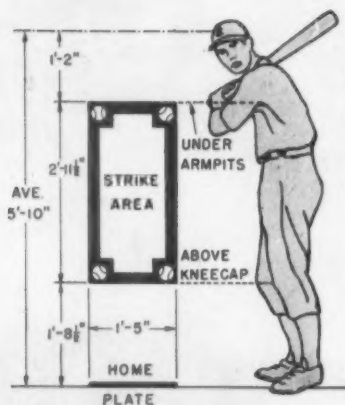
fill the bill, the company's executives bought the suggestion. And the idea was simple: not to tell the enthusiast how to play games, or fish, or hunt, but to give them useful information, background and history of the sports.

The Sport Facts bulletins are alike in certain details; each is four pages in length. Each uses part of page 4 for a short article on a particular Falk product or technique. And each devotes the other 3½ pages to a discussion of the intricacies of a particular sport.

One month, for instance, it was baseball. The article contained a history of the game and definition of terms involved. Then, since so many of the bulletin's readers are technical people, there was a chart whose headline read, "To throw strikes in a

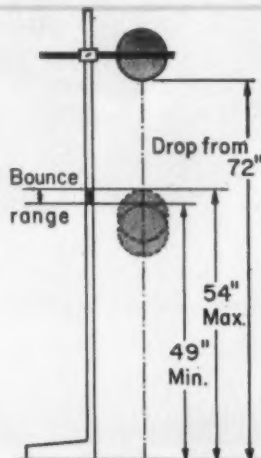
**Most of the drawings are serious, technical . . . but sometimes the editor has fun.**

From a bulletin on baseball:



VARIATIONS IN STRIKE zone dimensions are explained with this drawing and a table providing statistics for batters of four different heights. Man is 5' 10\".

From a bulletin on basketball:



"THE OFFICIAL BALL is a molded rubber sphere cemented to a leather cover, between 29 and 30 in. in circumference, and from 20 to 22 oz. in weight, fully inflated.

From a bulletin on golf:

## R<sub>x</sub> Derivation of Formula for Eighteen Holes

$$\left[\frac{128}{5}\right] = 25.6 \div 1.4 = 18$$

128 = number ounces in one gallon  
5 = number of fifths in one gallon  
128 ÷ 5 = 25.6 ounces in one fifth  
1.4 ounces in average drink  
25.6 ÷ 1.4 = 18 drinks in one fifth

THE SPORTS ENGINEER presents conclusive evidence that course length was fixed at 18 holes as a result of playing golf on cold, raw days in the pre-19th hole era. The practical formula above shows jug would last for exactly 18 holes—and this includes no allowance for spilling, et cetera.





Is your  
company  
a sound investment?..... a somewhat  
uncertain  
investment?

You and your treasurer know. But what does your public think? Furthermore, what does your advertising encourage them to think? Many meanings are evoked by an advertisement, including some you may not have intended. Your advertising tells the reader many things. It helps him to decide whether he wants to invest in your future growth—or some other company's. Naturally the magazine in which your advertising appears can contribute measurably to the total impression that readers get.

For the impact of every advertisement is modified or magnified by its setting. What *additional* impact magazines add—and *how much*—has now been determined through a technique sponsored by Fortune. Ask your Fortune representative to show you the results of this pioneering effort in qualitative research. The study was done by Social Research, Inc. A film presentation of the findings, "FORTUNE AT WORK," runs 30 minutes...and finally *proves* what you suspected all along. **FORTUNE**

New York / Boston / Chicago / Cleveland / Detroit / Los Angeles / Philadelphia / Pittsburgh / St. Louis / San Francisco

Sales Management September 4, 1959 49

limited area, pitcher's skill is challenged by varying heights of batters." (Ever think about that?) A line drawing of a pitcher, throwing to a batter, used instead of the batter a graph chart, which delineated the height at which the pitcher needed to throw the ball for batters ranging in height from 5 ft. 4 in. to 6 ft. 4 in.

Readers were told the duties of the football referee, who starts each play by placing the ball down, "then walks to his position behind the offensive team, keeps his eye glued to the ball and whistles sharply to indi-

cate the play's completion, when all hostilities are to cease. His decisions are final."

On page 2 of that bulletin the reader was provided sketches of positions on the field and a chart to summarize the infractions that bring football penalties. On page 4 the reader learned that material used for the article was adapted from various books, and from coaches, judges, rules committees.

Since June, 1953, the Sport Facts bulletins have been mailed nine times a year. Ten of the issues have been

devoted to baseball, nine to football, five to the Olympics, five to fishing, three to hunting and one each to such miscellaneous sports as curling, ski jumping, tennis and polo.

The first issues were devoted to baseball because the Braves had come to Milwaukee. Those initial issues were warm ups. They were an immediate home run.

Billing gets permission, in each case, to use copyrighted material. Then he turns it over to a free lance copywriter. The package, except for the back page ad, goes to the company's Advertising Department.

Says Ad Manager A. H. Kelley, "With much institutional advertising, you send up a flare, knowing someone sees it but you can't tell who. Now, Falk's marketing problems call for many flares. We cannot create a market for a gear or coupling: The market is born when someone decides to make a machine or 1,000 machines. When that happens, you hope the manufacturer remembers Falk. The Falk Engineered Sport Facts bulletins are produced to refresh his memory."

If Falk's name sticks in this prospect's mind, if the publication stays on his desk or goes home with him, the "flare" is doing its job.

► And it is doing a job: The publication brings in a steady flow of unsolicited letters, complimenting the firm, telling how much executives' teen-age sons look forward to seeing Sport Facts, submitting more names for the bulletin's mailing list. (Falk limits the list to accounts and potential buyers.)

Recently the company conducted two surveys which drew from 12% to 18% response. Better than 99% of respondents wished Sport Facts a long life.

But suppose you don't follow sports, don't give a hoot which teams win, or have never fired a sportsman's gun. Falk thinks Sport Facts is for you anyway. Probably you'll still be interested in pictorial descriptions of how gunshot, bowling balls or golf balls are manufactured.

And if yours is the judicial turn of mind, you'll probably enjoy the edition devoted to the baseball umpire school which provides such lore as this: The kill-the-umpire school began in the very first game of organized baseball when player Davis swore at the umpire and was fined 6 cents!

Sports engineer Billing never participated in sports when he was at Marquette University. Too busy working his way through engineering classes. ♦




If you want the  
**MOST and BEST APPLES**  
always shake the **BIG TREE**

If you sell **LESS** in the Cleveland Market than  
in any one of 35 entire states —

**WRITE, WIRE, PHONE The**  
**PLAIN DEALER**

Represented by Creamer & Woodward, Inc., New York, Chicago, Detroit, Atlanta,  
San Francisco and Los Angeles. Member of Metro Sunday Comics and Magazine Network.



Of course I'm sure.  
I read it  
in Newsweek

Average incomes over twice the national average—seven out of ten readers influencing purchases in connection with their work—those are key facts on Newsweek's primary audience of 1,300,000.

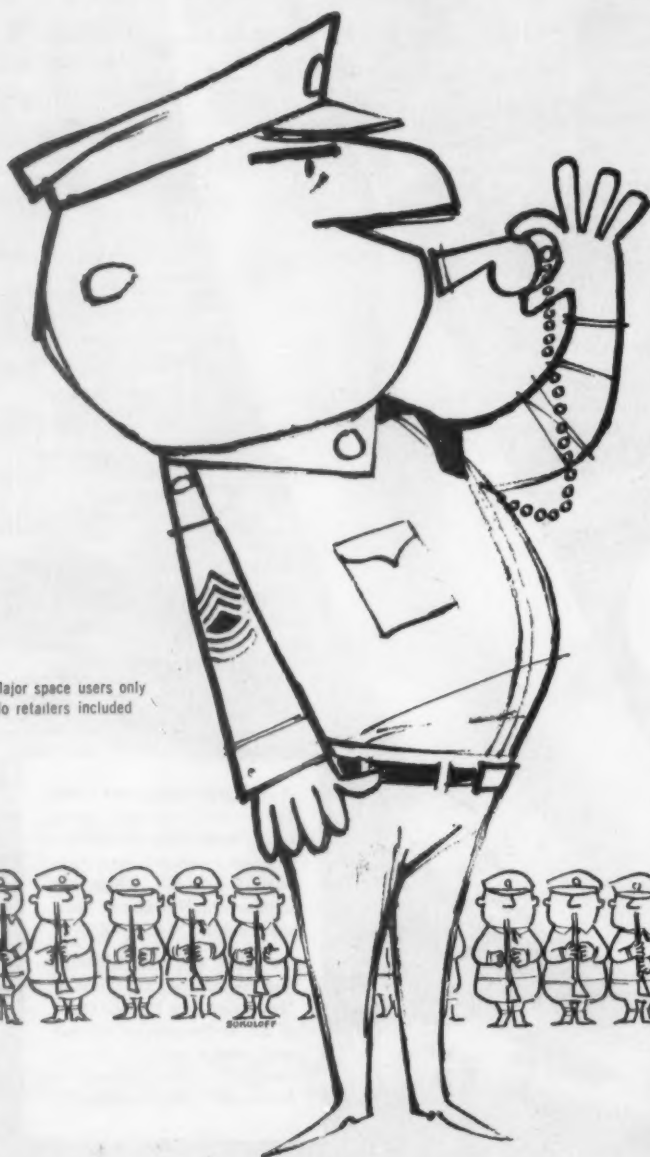
And for each industrial and consumer advertiser in Newsweek, the biggest asset of all is the special respect each reader has for the authenticity of what he reads in Newsweek. Ask your agency.

*The different newsweekly for communicative people*

# Roll Call

## of national advertisers in The Kansas City Star in 1959\*

By their continuing use of Kansas City Star advertising, these, the nation's outstanding manufacturers and merchandisers, indicate their recognition of the expanding Kansas City market and the unparalleled circulation coverage of The Star.



\*Major space users only  
No retailers included

- Abbott Laboratories
- Acme Quality Paints, Inc.
- Adams Dairy
- Allis-Chalmers Manufacturing Co.
- All-Year Club of California
- Aluminum Company of America
- American Bakeries
- American Dairy Association
- American Express
- American Home Magazine
- American Iron & Steel Institute
- American Life & Accident
- American Motors
- American President Lines
- American Safety Razor
- American Tobacco
- American Viscose
- Anchor Posts
- Arkansas Publicity & Parks
- Armour & Co.
- Armour Fertilizer
- Armstrong Cork
- Arnold Bernhard
- Ash Grove Lime & Port. Cement
- Ass'n of American Railroads
- Associated Loan
- Atlas Supply
- Austex Foods
- 
- C. S. Baby Products
- Bache & Co.
- Badger Paper Mills
- Bahamas Development Board
- Beacon Wax
- Beatrice Foods
- Belton Hearing Aid
- Bendix Aviation
- Beneficial Finance
- Berkshire Knitting Mills
- Berry Tours
- Better Homes & Gardens
- Birdseye
- Black, Sivalls & Bryson
- Block Drug
- Blyth & Co.
- Borden
- Boyle-Midway
- Brach Candies
- Braniff International
- Breast-O-Chicken Tuna
- Brillo Manufacturing
- Bristol-Myers
- British Travel Association
- E. L. Bruce
- Buick
- Calvin Bullock
- W. Atlee Burpee
- Butler Manufacturing Company
- Butternut Coffee
- 
- Cadillac
- Cakebox Bakeries
- C&H Sugar
- California Packing
- California Spray Chemical
- Campana
- Campbell Soup
- Campho-Phenique
- Canada Dry
- Canadian Government Travel Bureau
- Canadian National
- Canadian Pacific
- Candy Gram
- Cannon Mills
- Canute Company
- M. Capp Manufacturing Company
- Caravan Tours
- Carnation Company
- Carol Cookies
- Carrier
- William Carter
- Cat's Paw
- Central Airlines
- Chesbrough-Ponds
- Chevrolet
- Chicago, Burlington & Quincy
- Chicago, Duluth & Georgian Bay Transit
- Chicago Great Western
- Chicago, Milw., St. P. & Pacific
- Chicago, Rock Island, & Pacific
- Chrysler
- Cities Service
- City of San Antonio
- Clabber Girl
- Clearasil
- Clorox Chemical
- Coast Fisheries
- Coca-Cola
- Colgate-Palmolive
- Hal Collins
- Colorado Springs Cham. of Com.
- Colorado Dept. Public Relations
- Columbus Plastic Products
- Comstock Food
- Congoleum-Nairn
- Consolidated Cigar
- Consolidated Royal Chemical
- Continental Air Lines
- Continental Baking
- Continental Casualty
- Continental Oil
- Continental Trailways
- Cook Chemical
- Cooks Paint & Varnish Co.
- Corn Products Refining
- Creamette Macaroni
- Crown Coach Lines
- Creomulsion
- Cunard
- Helene Curtis
- Curtis Publishing
- 
- Davis Paint
- Daystrom, Inc.
- DeJur-Amsco
- Delta Airlines
- Derby Refining
- DeSoto
- Dinner-of-the-Month Club
- Dodge
- Dominican Republic
- Dormeyer
- Downey Flake Waffles
- Dow Chemical
- Dow-Jones
- Dow Theory Forecasts
- Doyle Packing
- Dunlop Tires
- E. I. DuPont
- Francis I. DuPont & Co.
- 
- Eastman Chemical
- Eastman Dillon
- Eastman Kodak
- Eaton & Howard
- S. M. Edison Chemical
- Elms Hotel
- El Producto
- Esquire
- Eversharp
- Evinrude
- Ezo Company
- 
- Fairbank-Whitney
- Fairmount Dairies
- Farm & Home Equipment
- Farm & Home Saving & Loan
- Farmers Insurance
- Fasteeth
- H. Fendrich
- Henry Field Seed Company
- Firestone
- First Boston Corporation
- First National City Bank
- Fleetwood Company



Florida Citrus Commission  
State of Florida  
Florist Telegraph  
Folger's Coffee  
Ford  
Foremost Dairies  
Formfit  
Foster Travel Service  
Frank's Pure Food  
Frank's Tea & Spice  
R. T. French  
French Line  
Frigidaire  
Fritos  
Frontier Air Lines  
Frozen-Rite Products

Garden City Nurseries  
General Cigar  
General Electric  
General Foods  
General Mills  
General Motors Acceptance  
General Motors  
General Petroleum  
General Tire & Rubber  
Gerber Products  
G. H. P. Cigar Company  
Gillette  
Glessner Company  
Glidden  
Golden Peacock  
Gold Seal  
B. F. Goodrich  
Goodyear  
Great Northern  
Great Western Sugar Refining  
Green Giant  
Grocery Store Products  
Groves Laboratories  
Gustin-Bacon

Hall Brothers  
Halsey, Stuart & Co.  
Harrison Radiator  
Harris, Upham  
Hawaiian Pineapple  
Hawthorn-Melody Farms Dairy  
H. J. Heinz  
Henry Holt  
Hertz System  
Heublin  
Holland-American Lines  
Hollywood Bread  
Hoover Company  
Hotpoint  
E. F. Hutton

Idaho Potatoes  
Illinois Canning  
Institute of Life Insurance  
IBM  
International Harvester  
Int'l Ladies Garment Workers  
International Milling  
International Nickel  
Inter-State Nurseries

Jackson & Perkins  
Andrew Jergens  
Johnson Outboard Motors  
Johnson's Wax

Kansas City Southern  
Kasco Mills  
Kellogg  
Kelly-Western Seed  
Kendall Company  
Keystone Camera  
Keystone Mushroom  
Keystone Company  
Kiddie, Peabody  
Kimberly-Clark  
Kiplinger Letter  
Kitchens of Sara Lee  
Kitty Clover Potato Chips  
Knights of Columbus  
Knox Gelatine  
Kraft Foods  
Kress & Owen  
Kretschner Corporation  
Kurland Motor

LaChoy  
Lambert-Hudnut  
Lambert Pharmacal  
Larus Brother  
Lavoplic  
Lawry Products  
H. D. Lee  
James Lee & Sons  
Lever Brothers  
Libby, McNeil & Libby  
Liggett-Myers  
Lilienfield Brothers  
T. J. Lipton  
Hugh W. Long  
Look Magazine  
P. Lorillard  
Joe Lowes  
Lykes Lines

McCalls  
Manitoba Bureau of Travel  
Matson Navigation  
Louis Maull  
Maytag  
Merchant's Biscuit  
Merck  
Mercury Outboard Motors  
Merrill, Lynch, Pierce, Fenner  
& Smith  
Michigan Peat  
Midland Company  
Midland Empire Insurance  
Midland Pharmacal  
Miles Laboratories  
Milner Products  
Milnot  
Minneapolis-Honeywell  
Minnesota Mining  
Minute Maid  
Missouri Division Resources  
Missouri-Kansas-Texas Lines  
Missouri Pacific  
Mitsubishi International  
Monico  
John Morrell  
Morton Packing  
Morton Salt  
Moto Mower  
Murine Company  
Mutual of Omaha

National Biscuit  
National Carbon

National Cranberry Association  
National Dairy  
National Securities & Research  
Neosho Nursery  
Nestle  
New Mexico Tourist Bureau  
New York Life Insurance  
N. Y. K. Line  
Niagara Therapy  
Niles & Moser Cigar  
Norex Laboratories  
North American Philips  
Northern Pacific  
Northern Paper Mills  
Norton Company  
Norwich Pharmacal  
Noxzema Chemical  
Nutrena Dog Food

Old American Insurance  
Oldsmobile  
Olin-Mathieson  
One William Street Fund  
Open Pit Bar-B-Q Sauce  
O'Sullivan Rubber  
Otarion Hearing Aids  
Otto Food Products  
Ozark Airlines

Pacific Citrus Products  
Pacific Intermountain Express  
Pacific Mills  
Palm Beach  
Pam Industries  
Paper-Mate  
Joseph Paramet  
Parker Pen  
Mrs. Pauls Kitchens  
Peabody Coal  
Pen Jet  
Pennsylvania Salt  
Penn Mutual Life  
Pepsi Cola  
Personal Products  
Peterson Ointment  
Pharma-Craft  
Pharmaco  
Philo  
Philip Morris  
Phillips Petroleum  
Phipps Products  
Phoenix Chamber of Commerce  
Pillsbury  
Pittsburgh Plate Glass  
Plough  
Plymouth  
Polaroid Sunglasses  
Pontiac  
Popular Science  
Prentice Hall  
Prince Matchabelli  
Procter & Gamble  
Pro-phy-lac-tic Brush  
Province of Manitoba  
Prudential Life  
Public Service Electric & Gas  
Purity Cheese  
Puro Filter Corporation

Quaker Oats

R. P. M. Manufacturing  
Radio Corporation  
RaeFord Worsted

Rain Jet  
Ralston Purina  
Rath Packing  
Reader's Digest  
Real Gold Citrus  
Red Diamond Potato Chips  
R. C. A. Victor  
R. C. A. Whirlpool  
Reese Finer Foods  
R. J. Reynolds  
Relax-a-Cizor  
Remington Rand  
Resinol Chemical  
Revere Camera  
Revlon Products  
Rexall  
R. B. Rice  
Robb-Ross  
Rolley, Incorporated  
Ronson  
Roper Ranges  
Helena Rubinstein  
Rustain Products

St. Louis & San Francisco R. R.  
St. Martin's Press  
Sani-Wax  
Santa Fe Railroad  
A. Schilling  
Dr. Scholls  
Schulze & Burch  
Scott Paper  
Scripto  
Seabrook Farms  
Sealy  
Seiditz Paint  
Sealtest Milk  
Seven 7-Up  
Shaler Company  
W. A. Sheaffer Pen Company  
Sheffield Steel  
Sherwin-Williams  
Shulton  
Shwayder Brothers  
Silent Automatic  
Simon & Schuster  
Simoniz  
Sinclair  
Sioux Honey  
Siroil Laboratories  
Skelly  
Skyway Luggage  
A. O. Smith  
Socony-Vacuum  
Soilax  
Southwestern Bell Telephone  
Southwestern Greyhound Lines  
Speas Vinegar  
Spencer Chemical  
Sperry Candy  
Spring Mills  
Standard Brands  
Standard Knitting Mills  
Standard Oil Company  
Star Kist Tuna  
Steel Co. Co-ordinating Comm.  
A. Stein  
Stephano Brothers  
Sterling Drugs  
Stern's Nurseries  
Stix Products  
Stokley-Van Camp  
Stouffer  
Levi Strauss  
Studebaker-Packard

Sugar Information, Incorporated  
Summit Encyclopedia  
Sunbeam  
Sunkist  
Sunshine Biscuit  
Surprise Bra  
Swift & Co.  
J. H. Swisher & Son  
Sylvania Electric

Tampax  
Tennessee Division Information  
Tension Envelope  
Texaco  
Thompson Water Seal  
Tidy House Products  
Time  
Toni  
Tonsilene  
Top Value Enterprises  
Toro Manufacturing  
Trans Continental Airlines  
Trans World Air Lines  
B. F. Trappey's & Sons  
Triangle Publishing  
Mrs. Tucker's Food

Underwood  
Union Carbide  
Union Pacific  
United Airlines  
United Artists  
United Business Service  
US News & World Report  
United States Rubber  
U. S. Steel  
U. S. Tobacco  
Upjohn

Value Line Inv. Survey  
Vanderbilt Better Tours  
Velsicol Chemical  
Vendo Company  
Vick Chemical  
Viking Air Products  
Viking Press

Wabash  
Waddell & Reed  
Warner Brothers  
Water Master  
Weatherite  
Weller Electric  
Wellington Fund  
Wesson Oil & Snowdrift Sales Co.  
Western Electric  
Westinghouse Electric  
Western & Southern Life  
Westley Industries  
Whistle-Vess  
Whitehall Pharmacal  
Whitman  
Whitney Seed  
Willis Motor  
Wilson & Co.  
Wilson Sporting Goods  
Dean Witter  
Wright's Smoke  
Wyer & Co.  
World Publishing Company

York Pharmacal  
Yuba Power Products  
Zenith



# THE KANSAS CITY STAR

**KANSAS CITY**  
1729 Grand Ave.  
HARRISON 1-1200

**CHICAGO**  
202 S. State St.  
Webster 9-0332

**NEW YORK**  
21 E. 40th St.  
Murray Hill 3-6161

**SAN FRANCISCO**  
625 Market St.  
GARfield 1-2003



IT SOUNDS LIKE A BARGAIN TO MAMA . . . and it is. Eight cents a package for 80 napkins, or two for 15 cents. Survey among early purchasers revealed housewives had no objection to advertiser imprints. Many admitted ads' influence.

## Mealtime Commercials

Paper napkins imprinted with advertising messages are now being sold in a number of eastern markets by First National Stores. They're produced by Erving Paper Mills, were cited by Harvard University as a "demonstration of Yankee marketing ingenuity."

By ALICE B. ECKE  
Senior Associate Editor

Figure this one out:

You can have soup on your napkin now—and none on the menu. And you won't be a slob either.

Why? Because the lowly paper napkin has come of age—the advertising age. It's popping up as a potent new medium which brings the advertiser's sales message right to the family dinner table to capitalize on the captive audience, eating—and talking.

Originator of the idea is Erving Paper Mills, Erving, Mass. Some of the products currently advertised: Libby's orange juice, Pillsbury's flour, Borden's cream cheese and whipped potatoes, Nescafe instant coffee, Sanka coffee, General Electric home appliances, Habitant soups.

Even publishers and radio and television stations are getting in on the

multiple-repeater ad parade: Reader's Digest magazine and condensed books, Time magazine, The Boston Globe, WHDH-TV. Erving accepts advertising of any product except that of liquor, tobacco and deodorants.

Called "Home Edition," the napkins are intended for everyday home (kitchen) use by the family and not as party or guest napkins. They are fine quality, each with an advertiser's sales message, trademark or provocative design imprinted in color.

A Home Edition package contains 80 luncheon-size, 13¼ by 13½ in., quarter-folded napkins. Only a small portion of the napkin is imprinted with the message of an advertiser. There are four non-competitive advertisers featured in each package of 80 napkins—20 napkins for each adver-

tiser. They are packaged in a printed cellophane wrapper on which it is clearly stated that the napkins enclosed have advertisements printed on them. The price to the consumer is eight cents a package of 80 napkins or 15 cents for two packages, a substantial saving for the housewife. Because the napkins are made of high-grade stock, they are heavier and of finer texture than competitive napkins which cost almost twice as much.

Paper napkins bearing printed marks of identification, or advertising messages, of course, have been in use for many years. But what is new about Home Edition paper napkins is their method of distribution.

"The napkins bearing the advertising messages are purchased as a commodity for use in the home," Erving management points out. "There is no guesswork as to whether the advertising reaches the people it is intended to influence. The 20 napkins each advertiser has in a package are in use by the average family for close to a week, long enough under favorable conditions to get the product story across."

The first issue of Home Edition napkins was run off in July 1956. The first products advertised were Educator Crax (crackers), Kitty Snicker pet food, ZaRex fruit syrup, and Borden's cream cheese.

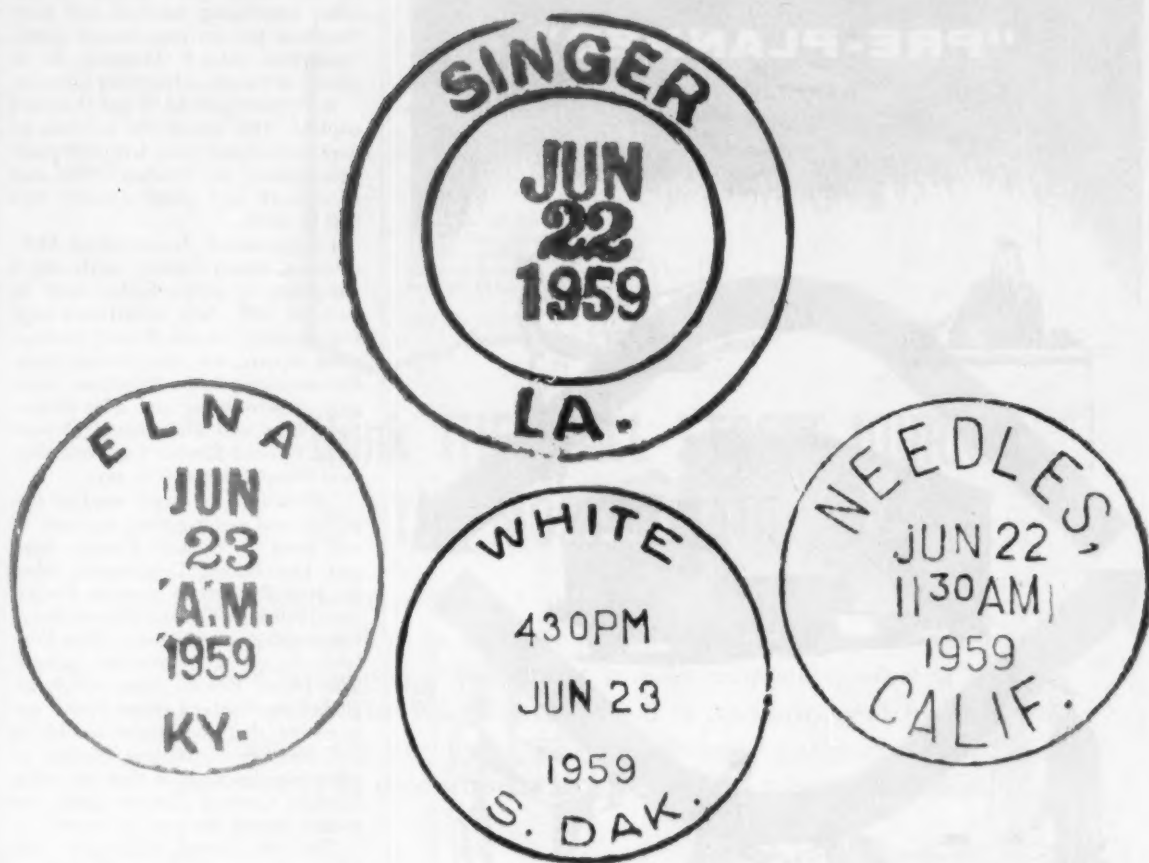
► Currently Home Edition napkins are sold to the consumer through First National Stores, Inc., Somerville, Mass., and until recently were confined to the Somerville Division. Other divisions, Portland, Me., Providence, R. I., and Hartford, Conn., are now included. Erving plans to expand distribution by going into regions one at a time. Within the next year the New York and Philadelphia areas will be considered.

A Home Edition "issue" is 50,000 packages of 80 napkins to the package, totaling four million napkins. Each non-competitive advertiser is represented with one million napkins. Some editions are "double issues," totaling 100,000 packages. In this case most advertisers in the issue buy two million napkins in order to be represented in each of the 100,000 packages.

Up to now there have been four to five issues a year. Current plans call for six to eight. Some advertisers—Habitant Soup Co. for example—have repeated their advertising in Home Edition as many as six times.

Sale of advertising space on Home Edition napkins is through advertising agencies only, and is commissionable at standard rates. "We consider the

The postmarks are actual reproductions



## **Responsiveness is the pattern GRIT sets and 467,000 pattern sales prove it!**

GRIT readers, responding to a weekly feature in the Women's Section, bought more than 467,000 patterns last year. That's a parcel of patterns. Mathematically, it's at the rate of 1279 a day, seven days a week. This year, though, the orders are coming in at the rate of 1600 a day, seven days a week.

One of GRIT's traditional patterns, at card rates, is the responsiveness of its readers. In this year's Survey Contest, for example, with prizes totalling only 500 dol-

lars, 21,061 GRIT readers mailed entries. This responsiveness is for sale to any advertiser.

A small investment buys a big GRIT campaign . . . and no other publication can do what GRIT does to give you *balanced national coverage*.

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott, Inc., in New York, Chicago, Detroit, Philadelphia; and by Doyle & Hawley in Los Angeles and San Francisco





## A good move IN EVERY DEPARTMENT

Executive, scientist, salesman or technician—whatever his position—he will welcome the time and work-saving convenience of United "Pre-Planned" service.

His wife, too, will appreciate the "sealed-in" freshness of Sanitized vans...an exclusive safeguard for lovely furnishings.

Call your nearby United Agent for the personnel moving service that's right in *every* department. He's listed under "MOVERS" in the Yellow Pages.

**United Van Lines**



MOVING WITH CARE

*Everywhere.*

sale of our Home Edition napkins," says Erving management, "as the sale of advertising space similar to any other advertising medium and have therefore put an experienced advertising man, John F. Manning, Jr., in charge of sales to advertising agencies.

Advertisers pay \$2.55 per thousand napkins. This covers the insertion of napkins included in each 50,000 packages—termed an "Edition." The cost of artwork and plates usually runs \$60 to \$100.

For an added charge—about \$80—coupons, return mailing cards, small pamphlets or recipe folders may be inserted with each advertiser's napkins. Coupon returns, Erving management reports, are exceptionally high. For example, R. B. McManus, manager of advertising and sales promotion, Sales and Distribution Department, General Electric Co., New England District, has this to say:

"Advertising on paper napkins is a unique and result-getting medium. It was used by General Electric Sales and Distribution Department, New England District, to promote the national Pillsbury-General Electric Bake-Off campaign conducted in New England. It was a tremendous success. The Home Edition issue which included the Pillsbury recipe folder, announcing that the prizes would be G-E kitchen appliances, pulled in more sales leads for us than any other Pillsbury-General Electric joint promotion during the past 10 years."

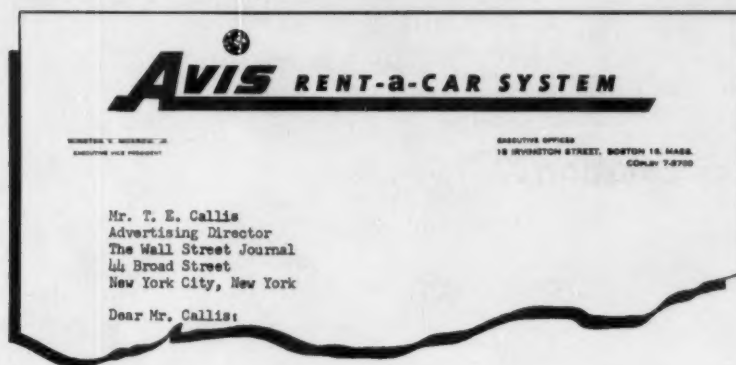
This fall Erving will work with Batten, Barton, Durstine & Osborn, Inc., and its client, General Mills, in introducing Betty Crocker's new cookie recipes in Home Edition. The Habitant Soup Co., through Charles F. Hutchinson, Inc., is scheduling advertisements in Home Edition to introduce new soups and a new relish.

► Food product manufacturers up to now have been the most frequent advertisers, but as time goes on Erving is receiving inquiries from manufacturers of such products as furniture, drug specialties and cosmetics, and even insurance companies.

"We have even taken some of our own medicine," says Erving management, "and advertised our own Snowsoft Servaides and Homespun resale products in various Editions." An interesting point: Home Edition napkins came to the attention of faculty members of Harvard University Graduate School of Business Administration, who, on being apprised of the plan, decided to include the Home Edition napkin story as a "case history" among their publications for graduate study. ♦



## Why does this advertiser



## think THE WALL STREET JOURNAL is "THE MOST USEFUL ONE"?

"The Wall Street Journal announcement produced twice as many bona fide inquiries as all other papers combined. Inquiries came from leaders in industry — *and almost without exception resulted in contracts being signed.* The Wall Street Journal is obviously read by men who are looking for ways to improve the efficiency and profit of their businesses—and by men who are in a position to take direct action."

Executive Vice President

Everywhere, executive readers say . . .

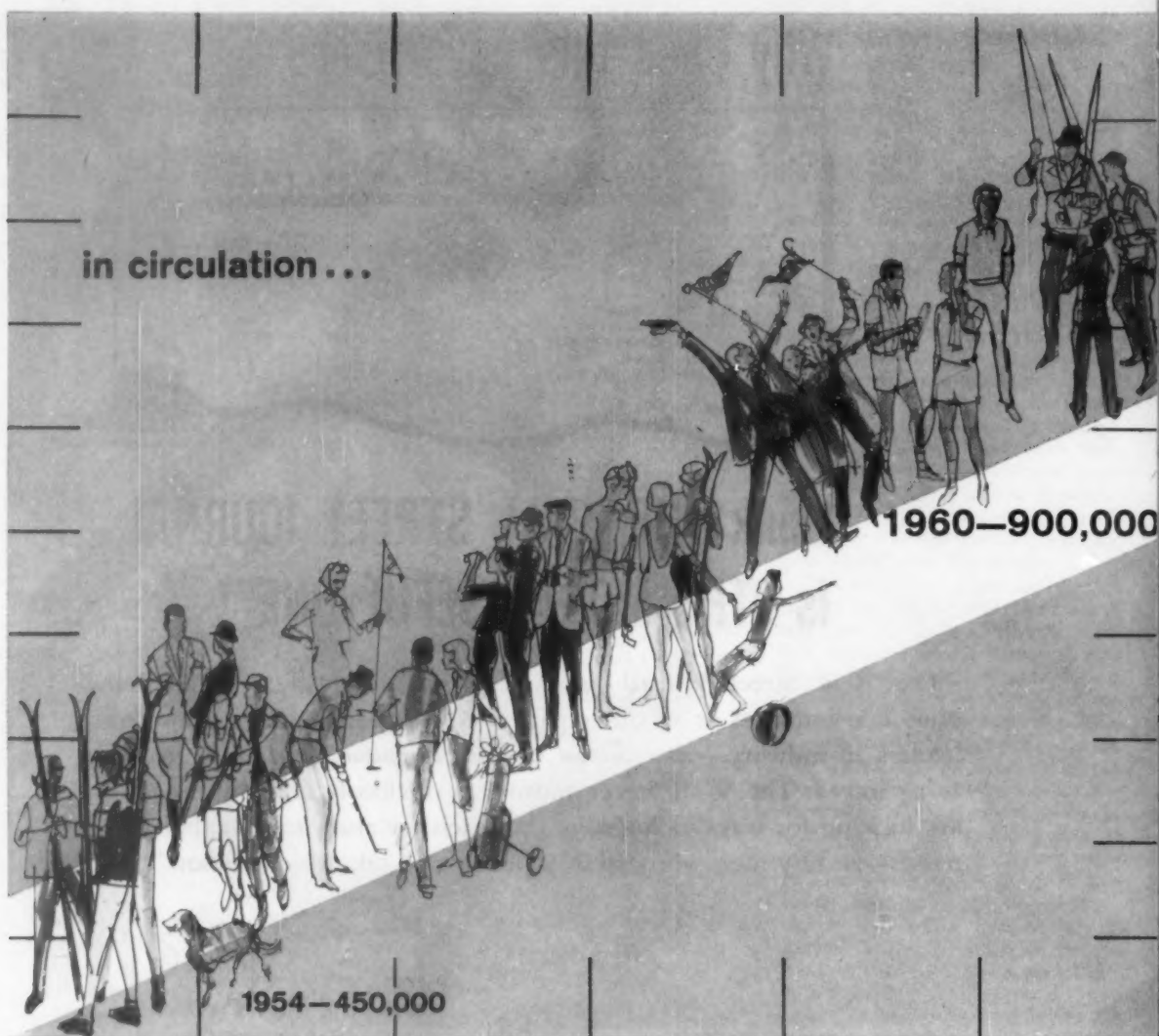
published at:

NEW YORK and WASHINGTON, D. C.  
44 Broad St. 1015 14th St., N. W.

CHICAGO DALLAS  
711 W. Monroe St. 911 Young St.

SAN FRANCISCO  
1540 Market St.





## “The one to grow on”

### NEW CIRCULATION BASE—900,000

(beginning Jan. 4, 1960)

Today there are twice as many families in America who buy SPORTS ILLUSTRATED as there were when the magazine first appeared.

What kind of families have made this growth possible—have made the SPORTS ILLUSTRATED market the fastest growing quality market in America today?

Just as SPORTS ILLUSTRATED's circulation has doubled in five years, so has the number of U. S. families with incomes of more than \$10,000 a year.

This is *not* a coincidence.

For today in America we have an entirely new kind of

high-income, college-educated, sports-oriented family.

These families choose the positive, active way of life; and *sport* is at the heart of it.

To them, sport is more than an occasional pastime. It is an essential of family well-being—a way to recharge the spirit for the demands of success in running a business or a home.

They are America's fastest growing quality market—and they take to SPORTS ILLUSTRATED like a duck to orange sauce.

### Advertising Revenue up 300%

SPORTS ILLUSTRATED's continuing growth is reflected in its advertising record—an increase of 300%

1959—\$11,800,000

in advertising revenue ...

1955—\$2,946,955

# keeps on growing!

Advertising revenue in just four years: from \$2,946,955 in 1955 to an estimated \$11,800,000 in 1959. And with four months still to go, SPORTS ILLUSTRATED already has more space run and on order for 1959 than it carried in the entire year 1958.

### For Advertisers—a Look Ahead

Advertising rates based on our circulation increase will not go into effect until the issue of March 7, 1960. These new rates will maintain the current rate per page per thousand circulation.

For further information, call L. L. Callaway, Jr., Advertising Director, 9 Rockefeller Plaza, N. Y. 20, or any SPORTS ILLUSTRATED branch office.



## SPORTS ILLUSTRATED

## WORTH WRITING FOR . . .

### Metropolitan Daily Newspapers

Third annual data book which defines, measures and maps markets served by daily newspapers in each Metropolitan Area. In four sections: (1) population, buying power and retail sales for each newspaper market, in order of size, with cumulative percentages of the national total, compared with metropolitan data in each case; (2) alphabetical listing (by market) of each newspaper, coded to show whether it is morning or evening, has separate or combination or optional rates, along with its current circulation and open-line rate; (3) individual state maps, arranged alphabetically, coded to show the counties covered by each group of metropolitan dailies; (4) readership norms for newspaper advertising, separately for men and women, by size of ad, by type of product. Write Alan S. Donnanhoe, Vice President, Richmond Times-Dispatch and The Richmond News Leader, Dept. SM, Richmond, Va.

### Ottawa, Ontario, Canada

Market data covering principal towns in the Retail Trading Zone—population, number of families, Effective Buying Income, number of retail stores, retail sales; Corporate City—population growth 1941-58, housing, Net Effective Income (including percent of Ontario estimate, percent of Canada estimate, per family); employment. Write Thomas H. Johnstone, Advertising Director, Dept. SM, Ottawa Journal, Ottawa, Ontario, Can.

### Sales Aids from Advertisers

Have you written for these booklets or samples described in recent advertisements in Sales Management?

*Travel-Incentive and Overseas Conventions:* Details on how to prepare for them. Henry Beardsley, Dept. SM, Pan American, Box 1790, New York 17, N. Y.

*Show-How for Your Salesmen:* How to dramatize your sales approach and your service features with color slides. Air-equip Mfg. Co., Inc., Dept. SM, 20 Jones St. New Rochelle, N. Y.

*Profile of the Millions:* Second edition of a comprehensive and authoritative study of the New York City and suburban markets. The News, Dept. SM, News Bldg., 220 E. 42nd St., New York 17, N. Y.

*Two-Minute Prospect Finder:* From its 95 classifications you can quickly check off exactly the fields in which your product has prospects. Consulting Engineer, Dept. SM, Wayne near Pleasant St., St. Joseph, Mich.

### Split-Run Advertising

A real lowdown on split-run testing. Explains in detail what a split-run is; what a "true" split-run is, what it offers, what can be tested in it; most frequent objection to split-run; the margin of probable error in "true" split-run; who originated "true" split-run in magazines. Write V. D. Angerman, Publisher, Science and Mechanics, Dept. SM, 450 E. Ohio St., Chicago 11, Ill.

### Hawaii As a Market

A report which interprets data on the 50th state from the advertising and marketing point of view: people (who they are), industry and income, background of business and recent trends, Hawaiians as customers, market and media data, sales data for Hawaii's two major markets, future of the new state. Write Jack Carver, Dept. SM, Doherty, Clifford, Steers & Shenfield, Inc., 530 Fifth Ave., New York 36, N. Y.

### Regional Spot Television

Two studies, "Midwest Marketing Today," "A Spotlight on the Southeast," described as "guides to marketing in areas accounting for 43.8% of the country's population, embodying analysis of the qualitative economic factors and trends which are taking place." Data arranged for quick reference in arriving at realistic sales quotas and for setting up Fall 1959 spot television budgets. Write William L.

*The 45-County Trading Area That's Bigger Than You Think:* Market data on the Indianapolis area. The Indianapolis Star and News, Dept. SM, Indianapolis, Ind.

*Premium Quality-Tested Lists:* Catalog covering the United States, Canada and Latin America. Dunhill International List Co., Inc., Dept. SM, 444 Park Ave., South, New York 16, N.Y.

*Automotive Fleet Lease and Management Plans.* The Lee Fleet System, Dept. SM, Keith Bldg., Cleveland 15, O.

*St. Paul, Minn:* 1959 annual consumer analysis. St. Paul Dispatch-Pioneer Press, Dept. SM, St. Paul, Minn.

*The Image of Aluminum Foil:* Consumer study covering the new economies of aluminum foil. Reynolds Metals Co., Dept. SM, Richmond 18, Va.

*Your Markets Are Changing:* Market analysis and media data file. Industrial Equipment News, Dept. SM, 461 Eighth Ave., New York 1, N. Y.

McKee, Manager, TV Sales Development, Dept. SM, Avery-Knodel, Inc., 720 Fifth Ave., New York 19, N. Y.

### Retail Trading Centers

A complete summary of shopping centers and trading areas in Metropolitan San Jose (Santa Clara County)—regional and neighborhood. Includes shopping centers that will be built at some future date. Write Louis E. Heindel, Advertising Director, Dept. SM, San Jose Mercury and San Jose News, San Jose, Cal.

### A Constant Audience

According to this new study, daily newspapers show practically no seasonal variation throughout the year. By contrast, the number of television sets in use varies widely between winter and summer. Included are month-by-month figures for the two media. Write Samuel Rovner, Dept. SM, Bureau of Advertising of the American Newspaper Publishers Association, Inc., 485 Lexington Ave., New York 17, N. Y.

### Drug Marketing Map

Shows city locations of buying offices for national and regional drug chains; number of chain drugstores operated in each state; number of buying offices in each state; percent of total number of shopping centers in each state; dollar volume and percentage of sales for major departments in chain drugstores; marketing trends. Write H. Sterling Rowe, Advertising Manager, Dept. SM, Drug Magazines, Chain Store Age, 2 Park Ave., New York 16, N. Y.

*Clearsite Tubing for Packaging:* Samples of it and plugs to fit. Celluplastic Corp., Dept. SM, 24 Commerce St., Newark 5, N. J.

*Hawaiian Display Material:* Details on exotic giveaways and unique premiums. Orchids of Hawaii, Inc., Dept. SM, 305 Seventh Ave., New York 1, N. Y.

*Calculators for Faster Selling:* Samples of calculators to solve problems connected with the use or selection of your product or service. Graphic Calculator Co., Dept. SM, 633 Plymouth Court, Chicago 5, Ill.

*Sales Forecasting:* Forecasting methods that will indicate your actual sales six months to one year ahead. J. Carvel Lance, Inc., Dept. SM, 122 E. 42nd St., New York 17, N.Y.

*Publicity and Public Relations:* Outline of services Burson-Marsteller Associates perform. Marsteller, Rickard, Gebhardt and Reed, Inc., Dept. SM, 185 N. Wabash Ave., Chicago 1, Ill.



## TAMPA-ST. PETERSBURG

*... market on the move!*

2654 miles of giant pipeline, bringing natural gas to fuel-hungry Florida, are in the final stage of construction! The boost it will give to the Florida West Coast's already-booming economy is enormous!

Now assured of an ample supply of this wonder fuel, the country's leading manufacturers are flocking to this dynamic area . . . bringing new prosperity, new buying power to the MARKET ON THE MOVE —now 26th in retail sales, 26th in automotive sales, 27th in drug sales!

Capture this rich market with the STATION - ON - THE - MOVE — WTVT — first in total share of audience\* with 34 of the top 50 programs! WTVT, with highest-rated CBS and local shows, blankets and penetrates the MARKET - ON - THE - MOVE . . . TAMPA - ST. PETERSBURG.

*\*Latest ARB*



*station on the move...*

# WTVT

TAMPA - ST. PETERSBURG



Channel 13

THE WKY TELEVISION SYSTEM, INC.

WKY-TV Oklahoma City

WKY-RADIO Oklahoma City

WSFA-TV Montgomery

Represented by the Katz Agency



UP WITH THE CAT went dealers' names and down came Lennox on new cartoon posters. Strategy sold dealers—and product.

## See What a Reverse Twist Can Do?

**When Lennox Industries tried a small change in its outdoor advertising designs, 5,000 dealers who couldn't care less suddenly could—to the tune of a 400% increase in poster demand. What was the secret? Lennox found out dealers have egos, too.**

There's more than a grain of truth in the statement, "It's not so much what you say as how you say it." Sometimes just the simplest change in advertising design spells the difference in a campaign's success or failure.

That's what Lennox Industries Inc., Marshalltown, Iowa, discovered after trying unsuccessfully for several years to sell their 5,000 heating and air conditioning dealers on an outdoor advertising program. (Lennox supplies the paper and imprint—the dealer rents the space.) By simply trying something different in poster design, they converted dealer inertia into enthusiasm, and soon had the campaign in high gear.

The Lennox outdoor schedule started in 1950 with three standard 24-sheet posters. Dealers paid for the board rentals only; nevertheless results were disappointing. In fact, from 1950 to 1952, dealers used fewer

than 300 boards per year. Lennox understandably began to lose interest in the program by 1953.

Two years later the company took another look at its outdoor program. Two big lessons had been learned from experience:

1. Heating and air conditioning dealers are primarily technicians, not experienced merchandisers. Therefore, they usually are weak in promoting their names, products and services.
2. People generally buy the heating or air conditioning brand recommended by the dealer they have chosen to contact—the dealer they have faith in.

The fact that dealers weren't advertising-minded explained, to a degree, their indifference to the outdoor program. But evidently the prob-

lem went deeper. The program was offered to them on a cooperative basis, but obviously they weren't sold on the program. What was missing?

J. R. Merrill, Lennox advertising and sales promotion manager, working with The Biddle Advertising Co., Bloomington, Ill., was convinced of the need for outdoor posters. The medium offered unique repetition of the joint Lennox-dealer sales message and would enhance dealers' prestige locally. Also, it could be purchased seasonally. Another important consideration, of course, was the low cost circulation and repetition that outdoor offered.

After review of the situation, a course of action was determined. It was hoped a more creative approach would rekindle dealers' enthusiasm for the program.

New poster designs were offered in 1956 but a year later dealers' participation had risen to a total of only 500 boards. The need for further improvement in the program was evident.

In 1958 ten new 4-color cartoon-style poster designs were created. The normal dealer imprint at the bottom was eliminated; instead, the top third of each poster was devoted entirely to the dealer's name in large type. The Lennox name was strictly secondary in every case.

Seven of the posters were designed for even greater local impact with the

# Interview: *Helen Jarvis*

Clinton E. Frank Agency Radio TV Supervisor tells why she selects the WLW TV Stations and WLW RADIO for Wilson's Evaporated Milk.

"The Crosley Broadcasting Corporation with its WLW TV Stations and WLW Radio has been a leader in its field for 37 years."

"This outstanding background and experience in technical skills, in showmanship, and in sales cannot be topped in the whole broadcasting industry."

"So the WLW call letters speak for themselves to make any advertiser or agency sit up and listen."



Call your WLW stations representative . . . you'll be glad you did! The dynamic WLW stations . . .

**WLW-A**  
Television  
Atlanta

**WLW-I**  
Television  
Indianapolis

**WLW-D**  
Television  
Dayton

**WLW-C**  
Television  
Columbus

**WLW-T**  
Television  
Cincinnati



Crosley Broadcasting Corporation a division of **Arco**

dealer's town included in the body copy. The background behind his name was the same as that of the rest of the board, so it blended with the remainder of the copy. With this arrangement, city and dealer names could be imprinted simultaneously. Long dealership names like Milliken Heating & Fuel Company were shortened to just one word—Milliken—shorter, bigger, easier to remember.

Street addresses and phone numbers were eliminated. "Carrying a large dealer identification was deemed much more important than hoping for remembrance of an address and

phone number," Merrill states. "Thus the dealer's name usually appears larger than any other copy in the poster."

The program was vigorously merchandised at various Lennox regional sales meetings and annual dealer meetings held in the company's nine U.S. and Canadian plants. Slides of the attractive new posters were shown. Don Carter, agency vice president and account supervisor, described the reasoning behind the design changes and why Lennox and the agency believed so strongly in local outdoor advertising. Actual posters, mounted for

indoor display, were exhibited at some of the meetings.

Through Outdoor Advertising Incorporated's Chicago office, all outdoor plant operators were informed of the new program and their cooperation was enlisted to help sell it to the dealers. Plant operators made personal visits and phoned dealers to get them rolling on the program.

The agency prepared a full-color folder with order blank and business reply card for distribution to dealers. The folder pictured the ten posters in actual colors, each numbered for ordering, and told how the new program was designed to benefit dealers saleswise. It also featured a comparison of outdoor costs with local TV, radio and newspaper costs in typical markets, and gave dealers step-by-step instructions for climbing aboard the poster bandwagon.

Results of the program are now history. Merrill comments, "In 1958, over 2,600 posters were used, representing increases of over 700% and 400% over 1950-52 and 1956-57 respectively."

To which the agency adds: "This simple but unusual twist—turning the posters 'upside down'—received a tremendous reception. In the first ten months dealers invested over \$55,000 of their own money to participate in the new campaign. We can't understand why more national advertisers don't feature their local dealers, particularly when the dealer's local reputation influences sales so much."

This year all 1958 posters plus four new designs are being offered, with the dealer's name, of course, featured "upstairs." Once again giving the dealer what he wants—a poster as he'd design it himself. As a result, sales, too, are continuing to climb upstairs. ♦

## The Worcester Telegram-Gazette has the PERFECT SELLING FORMULA **A+B+C=SALES** IN THE WORCESTER MARKET



\* Source: Sales Management  
Survey of Buying Power, May 1959

† Source: Publication Research Service Study,  
Sept. 28, 1958 Sunday Telegram

**NOW!** ALL EDITIONS —  
7 DAYS A WEEK  
FULL COLOR ACCEPTED

**The Worcester  
TELEGRAM AND GAZETTE**  
WORCESTER, MASSACHUSETTS

**MOLONEY, REGAN & SCHMITT, Inc.**  
National Representatives



OWNERS OF RADIO STATION WTAE AND WTAE-TV

### Something to Shoot For

"With a combination of better sales management and better selling, we could push Gross National Product to \$500 billion in 1960, and up to \$600 billion within 3 or 4 years. We probably could do even better."—Don G. Mitchell, President, General Telephone & Electronics Corp. and Chairman of the Board, Sylvania Electric Products, Inc., in a talk before the Sales Executives Club of New York.





*These good-looking shipping containers are made from Sunkraft linerboard—one of 24 special linerboards made by International Paper.*

## Amazing new Hydro-Chem by International Paper withstands rain, cold storage, manhandling

**H**ERE, at last, is a corrugating medium that weathers grueling shipping problems that could make a soggy mass out of any ordinary container. And for surprisingly low cost!

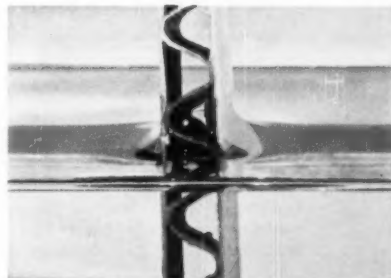
It's International Paper's amazing new Hydro-Chem. Boxmakers now hail it as perhaps the greatest advance in corrugating materials in over a decade. Here's why:

Hydro-Chem's remarkable *wet strength* can withstand prolonged periods of high

humidity, cold storage, severe weather—even *total submersion*! Hydro-Chem is ideal for shipping meat, fruit, vegetables, flowers—and for freezer storage.

New Hydro-Chem gives "long haul" performance—and, unlike coated, sized or impregnated corrugated media, has superior bonding and runability qualities.

If your shipping containers need built-in *wet strength*, it will pay you to see your boxmaker about new Hydro-Chem today.



*New Hydro-Chem retains full strength even when dunked repeatedly in water.*

**D**epartment store sales reach new highs! **M**anufacturing production shows huge increases! **B**iggest paychecks of all major markets!

**D***etroit*  
**=**  
**M***eans*  
**B***usiness*

**Detroit Means Business-** BIG business! Its automotive plants have wound-up a prosperous 1959-model year, and 1960 looks even better.\* Its workers are earning big money—\$119.02 weekly—highest factory wage rate in the nation. Its families are spending big money—Department Store sales are up 16%.

Detroit's current business is great. Its future prospects are **terrific!**

In Detroit, business means **THE NEWS!** The Detroit News reaches a minimum of **100,000 more families** in the trading area than the second newspaper. That's where 98% of Detroit's retail business is done . . . and that's why **THE NEWS carries more lineage than both other newspapers combined.**

\* GM's and Chrysler's new "small cars" will be produced in the Detroit area, adding thousands to payrolls.

## The Detroit News

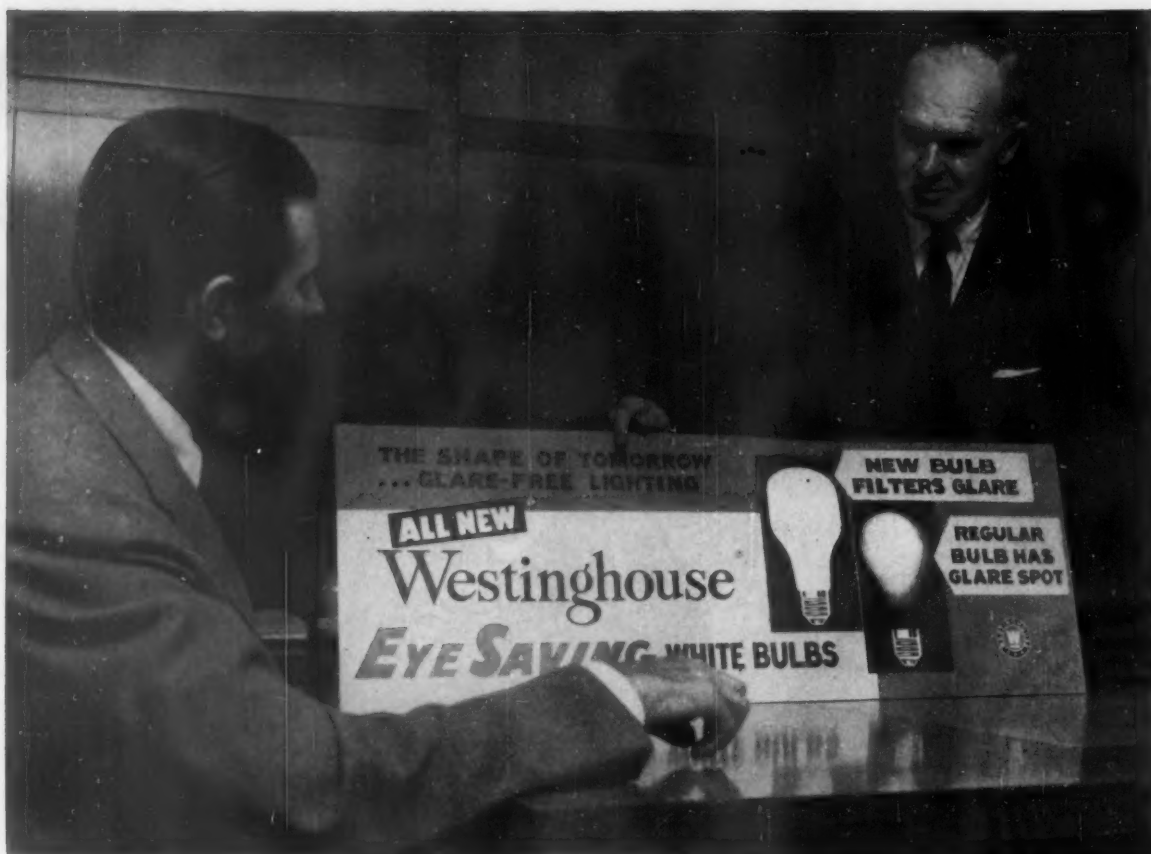
First in Circulation . . . 475,873 weekdays . . . 596,884 Sunday ABC 3-31-59

New York Office: Suite 1237, 60 E. 42nd St. • Chicago Office: 435 N. Michigan Ave., Tribune Tower • Pacific Office: 785 Market St., San Francisco • Miami Beach: The Leonard Co., 311 Lincoln Road

MR. GAINS



"Gentlemen, due to our company's wide diversification program, we have just become our own best customer."



THE ENGINEERS ASKED, "WHY CHANGE?" . . . but Westinghouse V-P Sloan (right) believed change might create new

sales leverage. Campaign under Charles Erb (left), marketing manager, Lamp Div., spotlighted new bulb shape.

## New Shape for Light Bulbs, 2,500 New Accounts for Westinghouse

. . . and some of these accounts are chain organizations which, until now, gave the company's salesmen a turndown as cold as a Russian's nyet. The new design is cylindrical, provides "greater diffusion," seems wholly in key with the modern decor.

By KENNETH M. REISS  
Associate Editor

**I**N the comic strips, a light bulb over a character's head is often used to indicate that a bright new idea has just popped up.

For more than 30 years that was virtually the only connection between light bulbs and new ideas. Then, last year, Westinghouse Electric Corp. introduced its "new shape" light bulb.

Of course, there have been product improvements and a few new specialty items, but this move by Westinghouse represents the first time that a light bulb has been designed from a merchandising point of view and aggressively followed up to be made a demand item rather than a traditional impulse item.

In fact, ever since Westinghouse and others began to manufacture



**DAILY CIRCULATION**  
**NOW 125,089** MAY AVERAGE  
 NET PAID

# NEW FACTS



## about the BILLION DOLLAR WEST MICHIGAN MARKET

When your sales program calls for advertising pressure in Michigan, keep two key points in mind:

The true Grand Rapids market is greater than any city or county. It actually spreads over 23 West Michigan counties—an area accounting for retail sales of over one billion dollars, according to Sales Management's Survey of Buying Power.

The Grand Rapids Press is the one advertising medium that can give you effective coverage in this entire area—reaching 9 out of 10 homes in metropolitan Grand Rapids and almost 4 out of 10 homes in all of West Michigan.

Whether you're interested in product testing . . . utilizing the impact of spot color . . . or simply covering your market effectively and economically, The Press is your best advertising buy in Western Michigan.

### THE RETAIL SALES PICTURE IN WEST MICHIGAN

	Metropolitan Grand Rapids	23-county Area
Retail Sales	\$423,021,000	\$1,095,848,000
Food Sales	102,786,000	285,904,000
Eating and Drinking Places	23,239,000	62,871,000
Apparel	24,238,000	51,604,000
Furniture— Household-Appl	20,905,000	50,509,000
Automotive	71,868,000	201,404,000
Gen'l Merchandise	65,691,000	125,243,000
Gas Stations	35,566,000	101,353,000
Lumber—Bldg.— Hardware	31,218,000	101,868,000
Drug	21,261,000	44,520,000

SOURCE: SMSBP May, 1959

*The "TOTAL SELLING" medium is your Daily Newspaper*


## THE GRAND RAPIDS PRESS

**NATIONAL REPRESENTATIVES:** A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, Superior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUTter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

# OIL DRILLING-PRODUCING INDUSTRY

## "REVS UP" for Increased Demand



Heavy increase in demand for oil and gas throughout the free world is forecast for the next ten years. The oil producing industry at home and abroad is preparing for a big upsurge in activity. Consequently, the industry must continue large-scale expenditures for exploration, drilling and producing facilities . . . a billion plus market.

Selling the drilling-producing market calls for **WORLD OIL's** vertical, specialized circulation coverage. Your sales message goes directly to interested buyers in an editorial atmosphere of sought-after, authoritative, job-help engineering-operating information. **WORLD OIL** is the most quoted, referred-to publication in the field . . . its industry-deep circulation is first in buying power coverage.

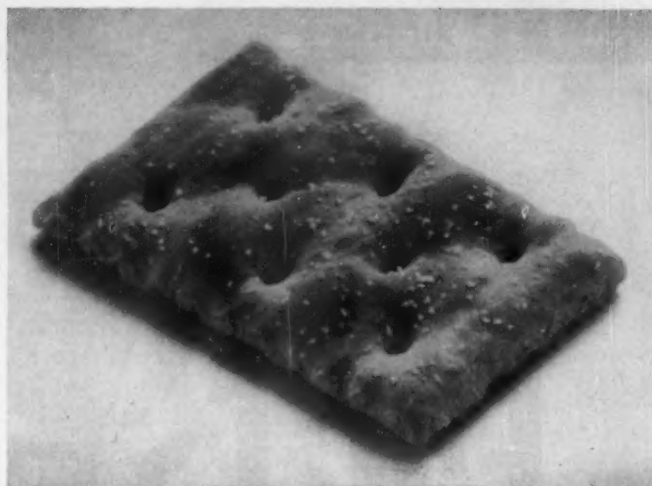
If you're interested in the drilling-producing oil industry you need **WORLD OIL**. Write for **WORLD OIL Market Data Book** . . . latest compilation of reliable industry statistics and forecasts.

**Greater Petroleum Coverage  
Through Market Specialization**



**WORLD OIL**  
Publishers of  
the **COMPOSITE  
CATALOG**

**GULF PUBLISHING COMPANY**  
World's Largest Specialized  
Publisher to the Oil Industries  
HOUSTON, TEXAS



### Another Look at a New Shape

You don't have to make light bulbs to profit by a change in shape. The Keebler Biscuit Co. of Cheektowaga, N. Y. (division of United Biscuit Co. of America) upped sales of its saltines 344% in six months . . . simply by making the old square cracker longer and narrower.

When the company's agency, The Rumrill Co., Inc., of Buffalo set out to find how to make a better cracker, they found that the housewives had the answer: The product is fine, but why not (a) make it so that it could be held firmly so it wouldn't disintegrate while it was being spread, and (b) make it so that children could take a bite without having to stretch their mouths from ear to ear.

The rest of the story is a familiar one: The re-shaping of an old product provides a hook on which to hang a new package design, dealer promotions and point-of-purchase displays, and media advertising . . . and sales more than quadruple.

light bulbs under the Mazda agreement, by which General Electric licensed competitors to make the bulbs, there has been little change in the way light bulbs were made or marketed. Even after the agreement ran out 14 years ago, the situation changed little. Light bulbs were an impulse item, quality was much the same among brands, and G-E, which had by far the greatest number of outlets, held its position primarily because the housewife bought light bulbs by whatever brand happened to be carried by the store in which she shopped.

About ten years ago, Westinghouse and other manufacturers all began production of an improved silica-coated bulb which, because of its interior coating, diffused the light better. Although its price was slightly higher, the new bulb was promoted

as being more attractive and easier on the eyes than the frosted bulbs with the bright "hot spot" center.

But Westinghouse merchandisers hit one snag almost immediately: Although it was obvious which bulb was which when they were lit, the frosted bulb and the more expensive white bulb were virtually identical when they were unlit in the dealer's display. The public, of course, responded by largely ignoring the new bulbs because their advantages were not readily demonstrable.

Herbert E. Plishker, merchandise manager of the Westinghouse Lamp Division, felt that rather than spend large sums of money to educate an unresponsive public on the merits of the better product, it might be a good idea to make the bulbs less alike. A number of tries were made, including changing the ring around the base

from black to bright red, but none were practical from a manufacturing standpoint.

About two years ago, Plishker and others in the marketing section of the division began to toy with the idea of attracting attention and creating a really marketable item by changing the shape of the bulb itself.

As is the case in most industries that rely heavily on technological development, the engineering group had traditionally had a large voice in new product determination. Predictably, the engineers adopted the attitude of "if the new product doesn't operate more efficiently, what's the point of the change?"

Fortunately, Plishker had a powerful ally: divisional V-P and General Manager F. M. Sloan who, until 1953, had been with the company's Television Division, and who thus realized the marketing value of change just for change's sake.

A number of designs were considered, many of them radical, before a decision was made. It was decided not to be so different as to badly upset the traditional light bulb image. Naturally, the less changeover required on equipment the better.

► The final decision was in favor of a bulb that was predominantly cylindrical, with a slightly curved top and a conventional base. This shape was not only new and attractive, but managed to give greater diffusion because it had about 7% more silica-coated surface area. The diameter of the new bulb, the inside coating, and the light-giving qualities were all identical with the old white bulb. The main factory conversion needed was to new molds and adjustment of the equipment which depended on the old shape to grip the bulbs during manufacture.

A trial run of 60-watt and 100-watt bulbs was completed, and samples were placed in several thousand households across the country, with comments requested. There was no manufacturer's name on the bulbs—recipients were told only that they were the product of a major manufacturer. A total of 1,300 responses was received, and nearly all were favorable. A number of the respondents commented that the new bulbs were easier to handle, and a surprising number remarked that "the new shape bulbs are so much brighter," which, of course, they are not.

A second test was run on retail outlets. About 100 stores in different areas of the country were divided into three groups for the test. Group 1 stores had the new bulbs put on display right along with the old ones, and no promotion of any kind was

# "REV UP" SALES EFFORT

## to the Oil Drilling-Producing Industry

Convert the impact of your sales message into a powerful prime mover of customer action. Add to your personal selling the mechanical advantage of frequent, regular contacts through the pages of the petroleum industry's leading publications . . . and for just pennies a call.

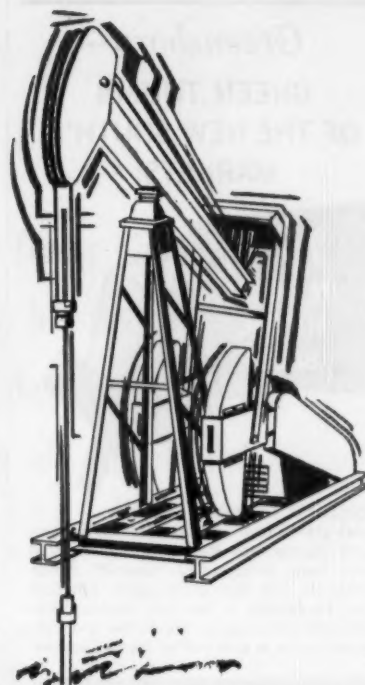
### The COMPOSITE CATALOG

— in constant use by your customers . . . the men your own salesmen call on. Placing your catalog data in the COMPOSITE CATALOG assures you of having your product information in the hands of men in companies responsible for 98% of all oil field equipment purchases . . . and surveys consistently show 9 out of 10 oil men prefer to buy equipment appearing in the COMPOSITE CATALOG.

This long established purchasing and specifying reference of the oil drilling-producing industry is in use in more than 14,000 buying locations. Its preferred form keeps your catalog material always at hand — avoids the wastebasket, loss, misfiling, etc.

Make the COMPOSITE CATALOG your resident salesman . . . on the rig and in the supply store, purchases are made daily by reference to item and page of the COMPOSITE CATALOG. Write for free data book on cataloging to the oil drilling-producing industry and learn how you can do the job most effectively at lowest cost.

### Greater Petroleum Coverage Through Market Specialization



## COMPOSITE CATALOG

OF OIL FIELD EQUIPMENT & SERVICES  
Published by WORLD OIL



### GULF PUBLISHING COMPANY

World's Largest Specialized Publisher to the Oil Industries  
HOUSTON, NEW YORK, CHICAGO, CLEVELAND, TULSA,  
DALLAS, LOS ANGELES, LONDON AND HANNOVER





## Greensboro -- GREEN THUMB OF THE NEW SOUTH'S MARKETS!



Sales grow bigger and faster in the Greensboro metropolitan market — where retail sales have increased a hundred million dollars in just four short years. Schedule your advertising in the only medium with dominant coverage in this market and selling influence in over half of North Carolina.

*Greensboro News and Record*  
GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.

**FREE!**

**DIRECTORY**

**OF**

**SALES TRAINING**

**FILMS**

Every sales executive should have a copy of this 16-page directory. You can depend on it to provide helpful suggestions when you plan sales meetings or training programs.

**WRITE FOR IT TODAY!**

**HEADQUARTERS FOR SALES TRAINING FILMS**

**DARTNELL** 4664 Ravenswood  
Chicago 46, Ill.

done. Stores in Group 2 got everything—the new bulbs, plus posters, banners, streamers, point-of-purchase display material, etc.

Stores in Group 3 also got the new bulbs—but the old ones of the same wattage were removed.

Although stores in all three groups showed sales increases, the 29 stores in Group 2 showed an average increase of 175%. This was the first time that promotional materials had ever made a big difference in sales, and it indicated that the combination of good promotion and the new bulb was a winning one.

At this point, it was decided to go all out on producing new-shape bulbs in the 60- and 100-watt sizes. Production of the conventional white bulbs was discontinued in those sizes, and equipment was quickly converted. Of course, the traditional frosted bulbs were still produced.

In August of 1958, at semi-annual sales meetings in the division's seven sales regions, management teams introduced the field force to the new bulb. Right after these meetings, each salesman was barraged with literature from the home office about the new bulb. Samples of packages of four bulbs were mailed to 18,000 dealers.

By mid-September, new bulbs had been stockpiled, and they began to fill the channels of distribution. It had been decided to introduce the bulbs simultaneously in all markets.

► Ads were scheduled in September issues of Life, Time, The Saturday Evening Post, Ladies' Home Journal, Reader's Digest, and, of course, the Westinghouse Desilu Playhouse on the CBS television network.

Salesmen were instructed to devote their efforts primarily to retailer accounts they carried during the first few months of the campaign. Because it was expected that the combination of the promotion and the new product would make the light bulb an item that was actually shopped for, it was decided to de-emphasize new accounts or institutional user accounts until full impact had been reached among consumers.

The home office continued to barrage the salesmen with material on the new bulbs, and, for that matter, still does. In addition to the publication Sales Targets, which comes out every two or three months to give salesmen information on what is happening and instructions on what to promote, the home office issued a weekly bulletin, "News on the Shape of Tomorrow," which summarized results of the program and included merchandising ideas and testimonials gathered from other salesmen and retailers.

Until about two months after the introduction of the new shape, most of the sales were through retailers who handled the full line of Westinghouse lamps. By the time the campaign had gotten into high gear, many retailers handling competitive products were clamoring for the new bulb. The reason for this was that not only was the company offering a variety of promotional aids, but for the first time consumers had actually begun to show a strong brand preference favoring Westinghouse light bulbs. Because company stocks of the new bulbs were by this time sufficient to provide for new accounts, and because this was the first time that substantial numbers of retail outlets were willing to carry more than one brand of light bulbs, salesmen were given the nod on new-shape-only accounts.

► The new shape was given to the 75-watt size the beginning of this year, and in the last few weeks has been extended to the 150-watt and 50-100-150 three-lite bulbs.

So far, the results have been way ahead of sales forecasts. Merchandise Manager Plishker puts it this way: "In the last four months of 1958, sales of the new-shape, eye-saving bulbs outsold any previous full year of white bulb sales. As of June of this year, sales of the new bulbs were running way beyond sales forecasts and the introductory 1958 period.

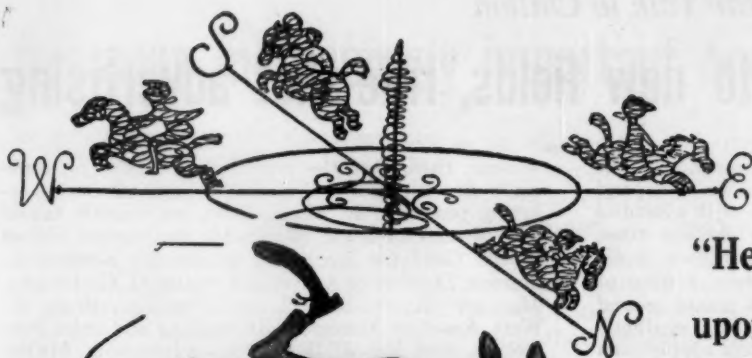
"Again, it was difficult to say just how many new accounts we have won," continues Plishker. "I would estimate it as around 2,500 or 3,000—but some of these are large chains that never let us in the door before.

"One example of the kind of thinking that is now going on at the distributor level is this: We have a distributor in a large southeastern city. One of his better salesmen came up with the idea of putting two cases of bulbs in a plastic wash basket and promoting it as dump display. He began calling on retailers, and made 17 sales on his first 19 calls.

"His boss told us about it, and we tried it out. In New Orleans, we sold over 1,000 baskets of bulbs—and nearly a third of them to new accounts.

"We have even had an unexpected fringe benefit from the new bulb campaign," Plishker adds. "We found that in many cases, our promotion also created a substantial increase in the sale of the old frosted bulbs. It seems that when the retailers took a minute to straighten up their displays in honor of the new bulbs, customers would suddenly notice for the first time that their favorite store also sold light bulbs." ♦





"He flung himself  
upon his horse  
and dashed madly off  
in all directions"

Stephen Leacock



The unwary advertiser is often tempted to fling himself upon his horse and dash madly off in all media directions.

Let's resist this temptation—let's look at the facts in Canada.

Weekend Magazine, with its French language edition *Perspectives*, will cover *all* Canada, providing a single, well balanced selling structure with strength in depth from coast to coast.

For example, combined editions of Weekend have a national

circulation of 1,790,000—well over 700,000 more than any other magazine in Canada. This coverage of four out of ten of *all* homes in the country equals the combined coverage of *Life*, *Look* and *The Saturday Evening Post* in the U.S.A.

It is the greatest single magazine audience ever assembled in Canada to which advertisers can tell their sales story every week in full color or monotone.

Every year for the past five,

advertisers have invested more of their advertising dollars in Weekend than in any other magazine in Canada. In fact, in 1958 it was 80% more, for a total of \$8,748,553.00.

It is logical to assume that this continuous, year after year top-share investment of advertising dollars in Weekend Magazine has paid off . . . in the only kind of dividends that mean anything to advertisers . . . increased sales!

*The biggest single  
selling force in Canada*

**Weekend**  
MAGAZINE AND ITS FRENCH LANGUAGE EDITION  
**Perspectives**

## Marketing Men at Goodyear Talk to Chilton

# "As we expand into new fields, rifle-shot advertising



Like most giant organizations, The Goodyear Tire & Rubber Company started in a small way—with a handful of workers, producing carriage tires, bicycle tires, and horseshoe pads.

Today Goodyear employs a total of nearly 100,000 men and women in 58 plants around the globe. It is the largest user of natural and synthetic rubber, consuming one-eighth of the world supply each year in producing vast quantities of products of widest scope and variety for a great many industries. Small

wonder, then, that the organization enjoys an especially fine reputation for modern and efficient marketing practices. In Akron, Ohio, we recently talked with several of those responsible for various phases of the Goodyear marketing operation—Kenneth C. Zonsius, Director of Advertising; Galen G. Cartwright, Manager—Advertising, General Products; Bruce W. Wert, Assistant Manager—Advertising and Sales Promotion; and Lee J. Bornhofen, Advertising Media. These highlights of their remarks are both interesting and enlightening.



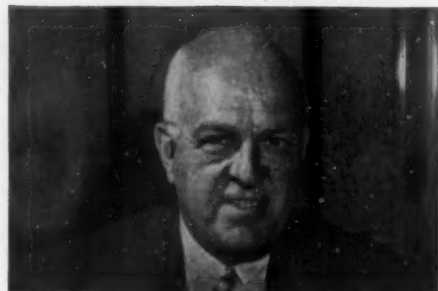
Lee J. Bornhofen

Galen G. Cartwright

Kenneth C. Zonsius

Bruce W. Wert

Mr. Zonsius says, "There is no question about the attitude of our company or sales organization concerning the consistent use of trade publications. We use them in every field in which we have an interest—heavily in some, exclusively in others. In general terms, we use our trade advertising space to help establish new markets, to attract new customers, and to keep the business public and our many good customers actively aware of progress at Goodyear. Experience and results justify our thinking."



## becomes increasingly important and desirable"



✦ **Mr. Cartwright says,** "The effectiveness of trade paper advertising is much like holding a magnifying glass up to the sun—by concentrating the rays on a particular spot, it isn't long before you start a fire. Similarly, when you use the trade press to talk to a highly selected audience about a specific product, you get the action, the results you want. Certainly, trade paper advertising is not important to the exclusion of any other medium—but it is a basic and most important part of our coordinated program."



✦ **Mr. Wert says,** "As our company diversifies and we expand into new fields, rifle-shot advertising becomes increasingly important and desirable. Through the careful selection of trade publications we are able to do such a job both effectively and economically. And we know from experience that our advertising messages are always enhanced by the acceptance of the publications in which they appear. For this reason, we select the books we use with care and consideration, looking for editorial quality as well as circulation within the particular field."

**Mr. Bornhofen says,** "When it comes to getting an advertising message across fast, efficiently and economically, you can't beat the trade press. Goodyear now uses in the neighborhood of 160 such publications, and the list is growing. We find the marketing and merchandising information available to us from trade publications to be of considerable value. We make a point of sending such material along to those within the organization who can use it to best advantage, in addition to using it ourselves to help prepare the best possible media schedules."



Trade and industrial publications serve an area unduplicated by any other selling force. They make it possible for you to talk with customers and prospects on common ground—at a time when they are seeking information and are most receptive to your message.

Chilton is one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience, resources and research facilities to make each of 17 publications outstanding. Each covers its field with the dual aim of editorial excellence and quality-controlled circulation. The result is confidence on the part of readers and advertisers alike. And confidence is a measure of selling power.

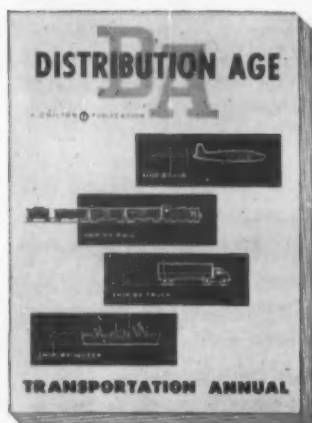
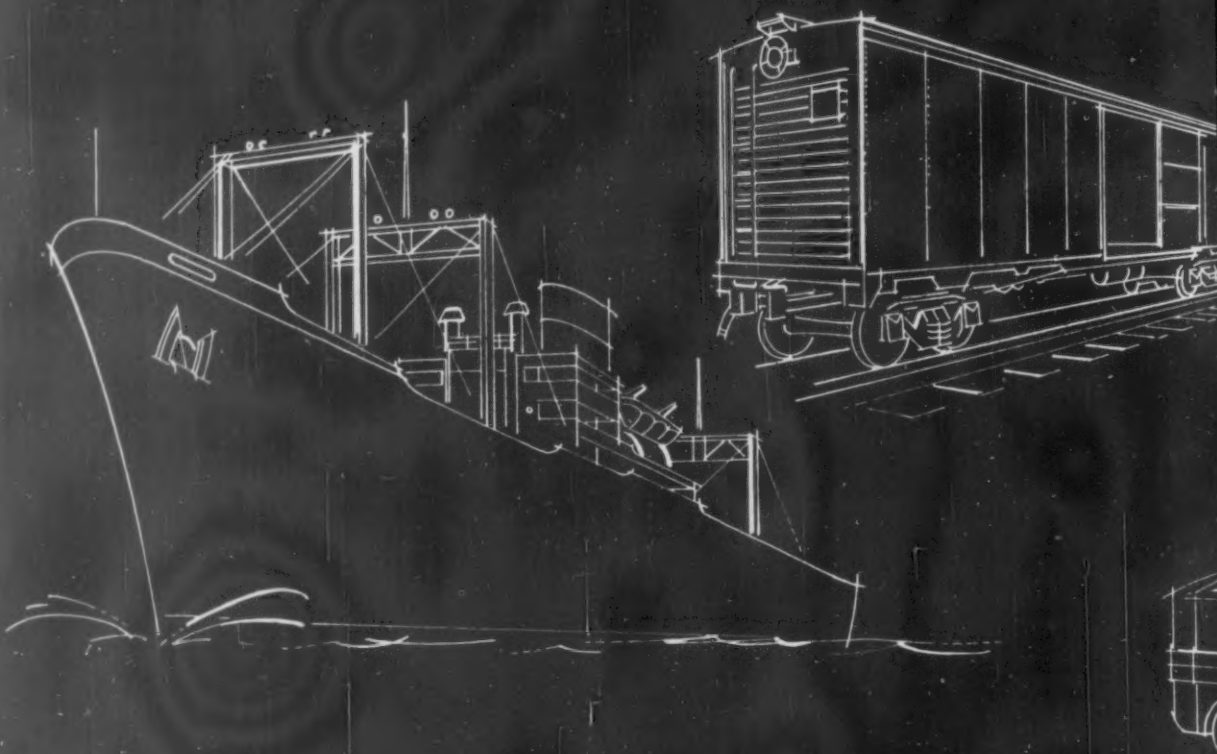
# Chilton

**COMPANY**

Chestnut and 56th Streets  
Philadelphia 39, Pennsylvania

**Publisher of:** Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Commercial Car Journal • Butane-Propane News • Electronic Industries • Aircraft and Missiles • Optical Journal & Review of Optometry • Motor Age Hardware World • Jewelers' Circular-Keystone • Distribution Age • Product Design & Development • Business, Technical and Educational Books

# DISTRIBUTION AGE designed to sell



**Gives readers** the how-to-do-it techniques required by transportation-buyer management: rate classifications, claim prevention, palletized handling, mechanical car and truck loaders and unloaders, pool-car systems, protective packaging as applied to all forms of transportation and warehousing.

**Gives advertisers** a 27,000 circulation among the buying influences in all fields of physical distribution—air, rail, highway and water. This management group operates a private truck fleet of 6.3 million commercial highway vehicles, plus private railroads, business airplanes, barges and freight steamships—plus the handling equipment and supplies needed. It also controls the plant warehousing of both its raw and finished goods.

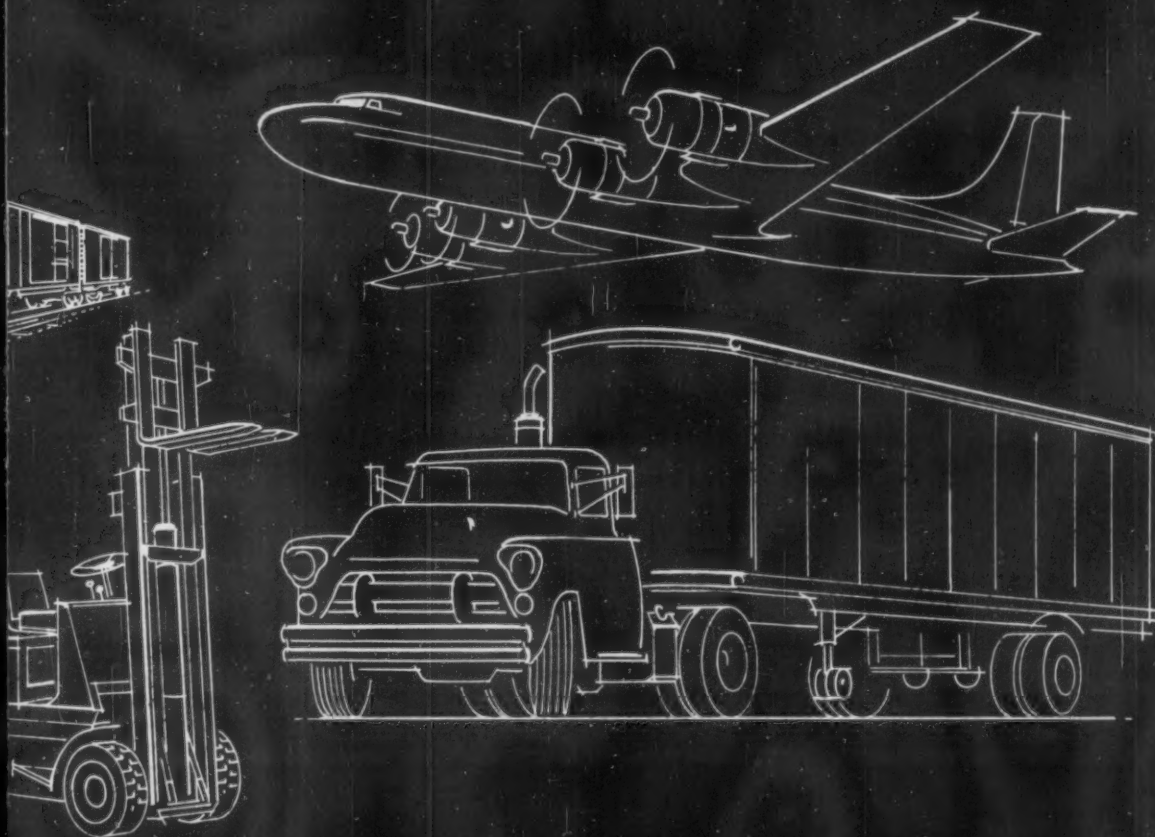
① ② ③

Distribution Age is published by Chilton, one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience and resources to make each of 17 publications outstanding in its field.

In keeping with Chilton policy, the staff of Distribution Age devotes full time to the publication, with the dual aim of continuing its editorial excellence and maintaining its high-quality circulation. The result is a magazine *designed to sell* the physical distribution field.



the physical distribution field



# Chilton

## COMPANY

*Chestnut and 56th Streets • Philadelphia 39, Pennsylvania*

**PUBLISHER OF:** Department Store Economist • The Iron Age • The Spectator • Automotive Industries • Gas Hardware Age • Boot and Shoe Recorder • Butane-Propane News • Electronic Industries • Aircraft and Missiles Jewelers' Circular-Keystone • Optical Journal & Review of Optometry • Distribution Age • Hardware World Motor Age • Commercial Car Journal • Product Design & Development • Business, Technical and Educational Books

Sales Management September 4, 1959 77

# **Sells a Product** **"Nobody Wants to Buy"**

**It's a hearing aid. Out of 15 million Americans who suffer from hearing defects, only 3 million are users of hearing instruments. Zenith's rocky road to industry dominance has been characterized by policies frequently at sharp odds with its 40 competitors.**

By LAWRENCE M. HUGHES  
Senior Editor

Zooming Zenith Radio Corp., Chicago, failed to hear about that recession.

For its "Living Sound" devices last year, Hugh Robertson, chairman of the board and heir to the pioneering shoes of the late Commander Eugene F. McDonald, Jr., could tell eagerly listening stockholders of \$195 million record sales and \$12.1 million record profit.

Specifically, they heard that . . .

- While industry volume of TV sets dropped 20% to the lowest level in nine years, Zenith's climbed 15%—to the No. 1 spot in monochrome receivers.

- Zenith's share of total radio receiver business gained 25%, with its sales of small transistor sets up 145%.

- Zenith's stereo hi-fi and phonograph sales increased 43%.

- Meanwhile, its hearing aid sales rose a more modest 10%.

For folks with good hearing Living Sound is pleasant. For those who have lost 30 or more of their decibels, it can be vital.

But such is the prejudice still against "the product nobody wants," that even after 16 years of Zenith's "crusade for better hearing," Zenith

and 40 other manufacturers have persuaded only three million Americans to wear these aids. Twelve million more whose SAI (Social Activity Index) has similarly declined have yet to buy.

Instead of being proud of selling to more than 25% (maybe nearer 50%) of all the buyers and wearers, and of long industry leadership also in dollar volume, Zenith's Hearing Aid Division digs in harder than ever to make the "crusade" count.

Of the corporation's \$195 million volume, hearing aids are a relatively small part. But this division has long been close to its heart. To advertise hearing aids Zenith spends seven figures annually—a higher advertising-to-sales ratio than for any of its other consumer lines.

And yet, though McDonald launched the "crusade to lower the cost of hearing," and costs and prices consistently have been pared, Zenith in this is not entirely philanthropic. In addition to steadily expanding sales, the Hearing Aid Division, under Vice President (and McDonald's nephew) Eugene M. Kinney, contributes its full share of those \$12.1 million profits.

From Hugh Robertson, stockholders

heard that, of an 11-instrument line of hearing aids, eight "were new or redesigned during the year." They learned of "increased merchandising effort and dealer support," of findings in a survey on "differences in attitudes between first-time and repeat users," which became the basis of the division's Living Sound program.

"The momentum generated during 1958," Robertson said, "should make its full significance felt during 1959, with even greater increases in hearing aid sales and profits."

The division's sales target has been raised another 10% . . .

To Zenith—but not to all the rest of the industry—deaf is a horrid four-letter word. The fact remains, however, that the industry's growth since 1943, with less than 10% penetration, by 30 manufacturers, of a market one third smaller than today, stems largely from the fact that an automobile accident on Lookout Mountain, Tenn., left McDonald impaired in one ear.

His successors call the Commander "a man of vision, an innovator and a dynamic merchandiser."

He could also get (such being the stuff of which crusaders are made) angry and stubborn as hell.

He looked into hearing aids and

found them unexpectedly expensive. "A hearing aid," said he, "is essentially part of a radio receiver." He put Zenith's engineers to work creating one.

In 1938 they came up with a \$29.95 table model. It was an auxiliary "box" for home or office. By the time the first wearable instrument was developed, Zenith's facilities had gone to war.

Would the government let Zenith "tap the pool of hard-of-hearing workers?" The government not only would but gave Zenith priorities for materials—two ounces of critical materials for each instrument.

In Chicago newspaper ads recruited hard-of-hearing workers. For each a "fringe benefit" was the gift of a new Zenith hearing instrument.

In Chicago papers, Sunday, October 24, 1943, Zenith announced: "Thus begins the crusade to lower the cost of hearing."

A letter in this big ad, signed by McDonald, was addressed to "manpower authorities, employers, physicians, parents, teachers and the hard of hearing." The "Zenith Radionic" hearing aid had been accepted by the American Medical Association's Council on Physical Therapy. In contrast to \$150 to \$200 for existing aids,

Zenith's was priced to sell at retail stores for \$40.

No statement in McDonald's proclamation angered competitors more than: "Even if Zenith never makes a dollar at this low price, it is willing to take its pay in the good will of the hard of hearing, their families and friends."

Competitors . . .

1. . . . roared that Zenith had thrown together "a cheap hearing aid as a publicity stunt,"

2. . . . argued that "no store-sold instrument could satisfy," because every individual must be fitted personally by a "professional consultant,"

3. . . . complained to the Department of Justice that Zenith's "below cost" selling might wreck their industry,

4. . . . formed an American Hearing Aid Assn., collectively to slap the brash intruder down.

(Zenith took its books to Washington to show that the "crusade" was not entirely charitable.)

Meanwhile, by 9 a.m. on that wartime Sunday, prospects thronged the sidewalk in front of Zenith's new hearing aid showroom. Of the 703 people who got in that day, 83 who had both the need and the money, walked

out of the showroom wired for sound.

Full-page newspaper ads followed fast in other cities. Within 12 weeks Zenith hearing aid sales reached 7,000 a month.

At first, production and supply limitations held distribution east of the Rockies. Then Zenith crossed the Divide. At the government's invitation, it went into Canada. (Until last year Zenith TV, radio and hi-fi sets were not sold in the Dominion. In a sense, hearing aids opened the door for them.)

Zenith's pressure against white-jacketed "hearing consultants," was a factor in causing the FTC to persuade the hearing aid industry to adopt rules of fair trade practice.

But its lower prices did not always persuade. The company quietly improved its first two models (\$40 and \$50) and then in 1947 came out with a vacuum tube aid at \$75. With rival vacuum tube instruments selling around \$200, McDonald found the public reluctant to "believe that our \$75 Zenith is as fine a hearing aid as can be built."

Competitors justified their prices on the grounds of "service" in teaching customers how to use a hearing aid. To new users, McDonald admitted, a modest charge might be made. But

### "Innovator . . . Man of Vision . . ."



THE LATE E. F. McDONALD, JR.:  
An accident on Lookout Mountain  
led to less-expensive hearing aid.

### and Two of His Successors



E. M. KINNEY, vice president in  
charge of the Hearing Aid Division  
not only has strong ideas about his own  
company's advertising, but he strives  
to influence the advertising of  
big competitors in the industry.



ROBERT C. STUART, general sales  
manager: "Our hearing aid sales  
representatives should have a  
sense of social service. Zenith  
seeks sympathetic people. We're  
now screening our applicants  
more carefully than ever before."

tucked in for the night  
— and for 2,000 miles



Household goods carefully packed, "tucked in" with heavy quilted pads and safely and swiftly transported for many, many miles . . . an extremely important factor in establishing your new home or for personnel transfers. Special care is also given to office equipment, displays and exhibits—crated or uncrated. Next time call a Wheaton Agent.

**Wheaton**  
Van Lines, Inc.

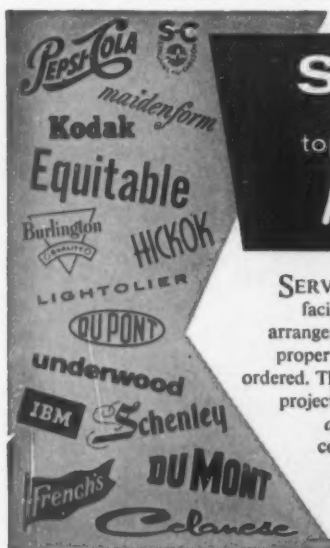
COAST TO COAST LONG DISTANCE MOVING

In the West, call

**LYON**  
VAN LINES, INC.

General Offices: Indianapolis, Indiana

OVER 500  
AGENTS IN ALL  
PRINCIPAL CITIES



## SERVICE

is why America's  
top companies meet at

**Manger Hotels**

SERVICE is what Manger sells—not just rooms and facilities! Service—the kind of help that has seating arrangements executed perfectly and on time. That has a proper P. A. system functioning as it should, set up as ordered. That has special tables as ordered, lighting, projection and other arrangements as requested—all on time, without last-minute makeshift changes and compromises. And all this goes along with some of the finest meeting-room facilities in the country. So check with Manger before your next meeting—see the difference real SERVICE makes!

**ALBANY, N. Y.**  
The Manger  
DeWitt Clinton

**CHARLOTTE, N. C.**  
The Manger Motor Inn  
(Opening late 1959)

**CLEVELAND**  
The Manger

**GRAND RAPIDS, MICH.**  
The Manger

**NEW YORK CITY**  
The Manger Vanderbilt  
The Manger Windsor

**ROCHESTER, N. Y.**  
The Manger

**SAVANNAH**  
The Manger  
The Manger Towne &  
Country Motor Lodge

**WASHINGTON, D. C.**  
The Manger Annapolis  
The Manger Hamilton  
The Manger Hay-Adams

Convention Department, Manger Hotels  
4 Park Avenue, New York, N. Y. (Dept. B-7)

Please send me full information about Manger Hotels meeting and convention facilities.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

"two thirds of the (vacuum tube) aids today are bought by people who already own an instrument. They need no special instruction."

In 1953 emerged the "transistor" era. Several competitors claimed to have beaten Zenith to market with them. But McDonald's opinions of their products had to wait until he could speak well of Zenith's own.

Early transistors failed after two weeks' use. Zenith went to work with transistor manufacturers. Their joint efforts produced longer-lived transistors and reduced failures by 90%. Only then could Zenith offer a transistorized hearing aid that was superior to its earlier vacuum tube models.

Zenith kept speaking out about the industry's faults. One booklet, "Frauds and Facts," in 1951, cited chapter and verse in examples of alleged misleading and fraudulent advertising. Though competing manufacturers protested bitterly, Zenith says that none of them tried to refute a single charge. In ensuing months the FTC issued cease and desist orders against the advertising of several of these companies.

Currently Zenith is convinced that some manufacturers are hurting the industry, and not really helping themselves, by emphasizing how completely their instruments can be hidden.

In a letter to other makers on July 17, Eugene Kinney warned against "casting an aura of stigmatism on the hearing handicapped." In advertising he urged the industry to concentrate on:

"1. Lifting this cloak of secrecy surrounding present users.

"2. Setting forth the genuine pleasure . . . from today's instruments," and showing how "present users have been able once again to assume their rightful place in society.

"3. Convincing prospective users of the consideration they would extend to their families and friends by wearing an aid.

"4. Dispelling the apparent stigma attached to being hard of hearing."

From the start McDonald proclaimed: "A hearing aid is not a badge of infirmity but the road to happy rehabilitation."

Zenith advertising is budgeted on sales expectations. In 16 years it has evolved through six stages:

"For the first decade," explains Advertising Manager Robert Van Brundt, the emphasis was on "price pioneering. The continuing theme was on the benefits of lower-cost instruments of more than equal quality.

"Then, with transistors, we stressed basic product improvement.



"From 1955 to 1957 Zenith promoted 'prestige.'" (The first full-page magazine ad of this series pictured Zenith-wearers Eleanor Roosevelt, Charles Edison and Rupert Hughes.)

Stages 4 and 5 stressed product developments: "The world's most attractive (eyeglass) hearing aid," and then "Another Zenith first: SUN-POWERED eyeglass hearing aids."

Last fall came the current and continuing "benefit" program on the theme, "Living Sound." (Headquarters liked Van Brundt's slogan so much that it was adopted for all Zenith products.)

This summer the "benefit" series is being supplemented for ten weeks with a \$250,000 "gift of hearing" contest. On entry blanks obtained at Zenith hearing aid dealers, contestants end a sentence on the specific benefits of its aids.

The 25 weekly winners receive Zenith product prizes worth \$25,000—from a Space Command 21-inch TV console to Zenith radios "specifically designed for use by the hard-of-hearing." Grand prize to one of the ten weekly first-prize winners is a two-week all-expense trip for two to Hawaii—or the cash equivalent.

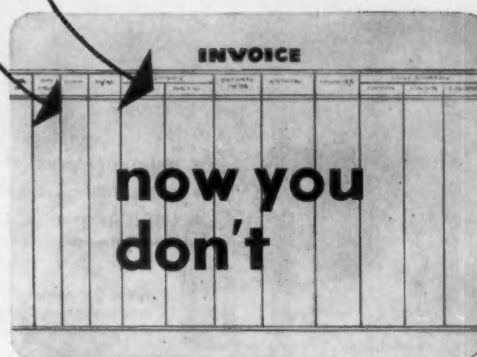
But this contest may be unique in offering more rewards for giving than for getting: Each week for the ten-week contest period, \$25,000 worth of hearing aids are being donated by Zenith, in the winners' names, to local chapters of American Hearing Society, to Christian Medical Society, Chicago, or local chapters of Canadian Hearing Society.

The contest is being promoted primarily in Life magazine.

► Meanwhile, the Living Sound series runs year-round in general and farm magazines and in more than a dozen fraternal and religious magazines.

Coincidentally, the division conducts a factory campaign on specific products, with every-week insertions of 150 to 400 lines in 125 newspapers in 100 markets. Every factory newspaper and magazine ad is couponed. Offers include product literature, and a recent booklet by Aram Glorig, M.D., on "Hearing Loss and the Family Doctor."

Though Zenith boasts one of the "biggest and most liberal" (75-25% factory-dealer participation) cooperative program in the hearing aid industry, the sum total of this advertising is much less than Zenith's own efforts. The company provides newspaper mats, radio and TV scripts, and authorizes, among others, co-op campaigns in publications of local hard-of-hearing societies. (It strongly



## a strong sales force... plus American Credit Insurance ...equals greater profit

Your company's sales progress is at stake when your merchandise changes hands. That's when American Credit Insurance, by protecting accounts receivable, contributes to continued sales growth. It also facilitates approval of larger lines of credit... minimizes over-caution by management which can restrict sales activity... promotes greater harmony between sales and credit departments. You've spent about 7% to get the order and ship it. Why not add 1/10 of 1% to guarantee payment?

SEND FOR BOOKLET on the sales advantages of modern credit insurance, or contact our sales representative nearest you. AMERICAN CREDIT INDEMNITY COMPANY of New York... Dept. 59, 300 St. Paul Place, Baltimore 2, Md.



Generate better sales planning by protecting  
your investment in accounts receivable

with **American  
Credit Insurance**

ANY ACCOUNT...NO MATTER HOW GOOD...IS BETTER WITH ACI

recommends "Yellow Page" listing.)

Zenith has been more consistent in advertising than in its methods of distributing these products that "nobody wants to buy."

In 1943, when no radio sets were being made for the public, Zenith's 75 radio distributors were glad to take on that first \$40 hearing aid. Within a year they had signed 1,500 retail outlets—radio, appliance, optical, drug, hearing aid and other dealers—who also were glad to have something new to sell.

Then, in 1946, when other postwar products began to arrive, Zenith hear-

ing aid volume hit a plateau. The division dropped virtually all distributors and dealers and for three years sold through coupons in publications, by mail.

When this did not tilt the plateau, Zenith set out to build, through its four branches, a dealer organization on its own.

In a decade the number of representatives—each of whom handles a district under one of the four branch managers—has grown from 10 to 27, in the U.S. and Canada. Though the dealer group in these countries has been built to more than 2,500, 200

stores sell half of Zenith's hearing aid volume.

Throughout the U.S. and Canada, Kinney explains, "we now have some coverage in every place of more than 25,000 population."

On the other hand, while rising national population will increase its total market, Zenith estimates that, between 1955 and 1970 the over-65 group (the best age group among hearing-aid prospects) "will jump by 47% in the states closest to the Pacific." This growth would expand nearly 50% faster there than in the country as a whole. Like many another manufacturer, Zenith is getting set to capitalize on the geriatric market.

All dealers may not wholly approve the continuing "crusade to lower the cost of hearing." Zenith advertises its suggested retail prices of all 11 of its instruments. Though it still has a \$50 model, eight of them range between \$150 and \$225.

Its dealer discounts, averaging 45%, are more on the three highest-price types—all eyeglass: Citation (air-conduction, with sound received in the ear); Imperial (bone-conduction, with sound received behind the ear), and Solaris.

A good Zenith hearing aid salesman can make a fairly good income in salary and commission, plus expenses. He must, however, provide his own car.

► Geography, ratio of older people and degree of prejudice against wearing aids are reckoned into each individual's part of the expanding total target. (Anti-aid prejudice, for example, is strong in the Southeast, except in Florida.) Among the 27 U.S. and Canadian representatives, 23 made quotas last year.

In 16 years of the "crusade to place human values first," Kinney points out, Zenith has spent "hundreds of thousands of dollars" on movies, sound/slide films, manuals, reprints of articles and "actual on-the-spot training programs." This material is still being used.

Now comes the 60-week correspondence course. In a foreword to this course Eugene Kinney keys the Crusade:

"Every dealer should . . . study each phase of the program thoroughly (in order to) acquire the competence and self-confidence . . . to fully satisfy the hearing-aid user.

"No newspaper or magazine advertising, no giveaway, no premium or gimmick of any kind, will produce growth and prosperity half so quickly as the repeat business and referrals derived from the 'satisfied user.'" ♦

crystal clear

**CLEARSITE** containers

in new 2½" diameter size

any depth required

- give your product this added appeal
- protect it . . . display it
- sell it in greater volume





Ideal for samples. Protects small mechanical and electrical parts, components and tools.



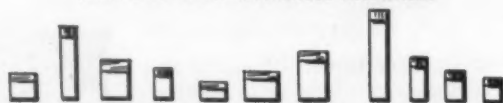


The perfect container for irregularly shaped items. Makes possible easy shelf storage or stacked counter display.

Clearsite is a thin wall, flexible extruded container . . . is crystal clear . . . will not crack or tear . . . has no seams and a reinforced bottom . . . can be multi-color printed if desired.

Clearsite is the perfect outer package for countless products . . . whether retail or industrial items. Clearsite displays your product, its features and beauty . . . keeps it like new . . . helps keep it moving in sales or production channels.

THE WIDEST VARIETY OF STOCK PLASTIC  
JARS AND VIALS AVAILABLE ANYWHERE



**CELLUPLASTIC CORPORATION**

24 COMMERCE STREET

NEWARK 5, NEW JERSEY

CELLUPLASTIC CORPORATION  
24 Commerce Street  
Newark 5, New Jersey

Dept. 545

Gentlemen:

I'm interested in the improved packaging possibilities.

Send a sample . . . . . inches deep to package . . . . .

Have a representative call . . . . .

Name . . . . . Title . . . . .

Company . . . . .

Address . . . . .

## SOMETHING MISSING



## ... LIKE CALIFORNIA *WITHOUT* THE BILLION-DOLLAR VALLEY OF THE BEES

- ✓ Actually, total effective buying income of more than \$3 billion
- ✓ More people than each of 22 entire states
- ✓ Not covered by San Francisco and Los Angeles newspapers

For daily reading material, people in California's pleasant and prosperous inland valley select their own daily Bees. Shoreline newspapers simply don't have anything for them. Tell these receptive people about your products and services in the three Bees; it's the only way to concentrate your message here.

*Data source: Sales Management's 1959 Copyrighted Survey*

## McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES... O'MARA & ORMSBEE

- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE

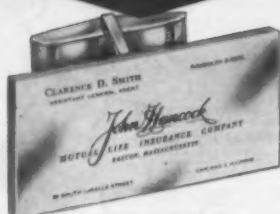


McClatchy gives national advertisers three types of discounts... bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.



Say "Thank You" This Way

HE'LL KNOW YOU THOUGHT OF HIM  
AS AN INDIVIDUAL



FOR YOURSELF, FRIENDS AND  
BUSINESS ASSOCIATES.  
COMPLETELY PERSONAL . . . UNUSUAL!

- Business Gifts
- Special Awards
- Prizes
- Premiums
- Service Awards
- Personal Gifts

Any business card or personal signature will be reproduced in perfect miniature on satin-silver or gold finished cuff links, tie bar, money clip or key chain. Deep, sharp engravings make this a lasting—truly, one-of-a-kind gift. Order 1 or 1,000 (each from a different card). Write for quantity prices.

#### SPECIAL OFFER

Send your own card now for your custom made tie bar only \$3.00 (\$4.95 value). See the fine quality CARD-O-LINK for yourself.

**Card-O-Link Company**  
26 E. HURON STREET • CHICAGO 11, ILL.

Make your  
**BUSINESS  
GIVING**  
in '59

**SIMPLE and  
PRACTICAL  
REMEMBERED  
and  
APPRECIATED**

**GIVE  
Airguide  
WEATHER  
INSTRUMENTS**

Whether it's a barometer that forecasts weather, a thermometer and humidity indicator that shows comfortable air conditions . . . more than 40 models from which to choose. The gift that is just right for your business friends . . . whether it's for home or office, individual or family . . . whether it's for wall or desk, smartly modern or gracefully traditional . . . Airguide instruments are distinctively beautiful, lastingly useful, accurate and guaranteed. Write for full color catalog.

AIRGUIDE INSTRUMENT CO.  
2219 Wabasha Ave.  
Dept. 3, Chicago 47, Ill.

**—SM—**

Sales Promotion Section

**MAIL PROMOTION**

By JANET GIBBS, Sales Promotion and Direct Mail Consultant

## How to Treat the Doctor

Try getting your doctor out of his office for a bit of fishing or because Junior has lost all restraint, you'll find out just how busy he is! Not only with patients, but with keeping up-to-date on scientific progress. Drug and pharmaceutical houses know this, so the competition for doctors' reading time is terrific. Their promotions are a mixture of men, mail and magazines—with heavy emphasis on mail. U.S. doctors receive in excess of 5,000 mailings yearly.

Many big firms use costly artwork and color production. While this does make for mailing pieces worth framing—does it sell? Time is one of the doctor's most precious assets and it takes a lot of time to "dig" the deadly language so often used to try to impress the doctor. It's likely that many of these big, impressive pieces find themselves placed on the bottom of the pile until the doctor has more time. This sells nothing!

The smaller firm often oversimplifies because it can't afford costly production. And too often it forgets that **effective mail calls for imagination, good copy, repetition and selectivity.** Combine these qualities and you can build confidence in your firm and products without going overboard costwise.

Frank W. Horner Ltd., of Montreal, is one of the most successful users of mail promotion in this field. We talked to Douglas Mahoney, ad manager, about his company's sometimes offbeat approach to a serious subject and audience. This is the net of what he told us . . .

Horner's market is 16 million Canadians, most of whom do not know the company exists (Horner doesn't advertise to the public). The company's target is some 17,000 physicians who prescribe or recommend. Horner's mailings don't go to all doctors nor does the same mailing go to everyone. The basic list used contains 11,000 of the busiest general practitioners. Baby doctors don't need mail on products for high blood pressure any more than orthopedic surgeons need samples of ear drops. This list refinement saves money and avoids irritating prospects who resent time spent on material of no interest to them.

Why the use of mail promotion? Horner promotes some 400 new products yearly and reminds doctors about many older ones still valuable, or about new uses. Mail is used to back up personal selling efforts and magazine ads. Figuring it costs between \$8 and \$10 (more in U.S.) to get a man into the doctor's office; that he can make five to six calls daily; perhaps six call-backs during the year—Horner estimates that for the same money it can mail a sample and product description to ten thousand physicians. Then there is speed—it is often necessary to reach the profession overnight about a new discovery or a



**How are mail promotions handled?** Horner's advertising staff numbers ten, of whom two are creative. They write in excess of 130 mailings yearly, using two freelance artists but no ad agency help. There are serious copy problems for all mailings must be designed and written for both English and French readers. Printing is bought outside, but mailing operations are handled by company people. Art and engraving costs are amortized through repeated use. Mailings are scheduled the same way as space ads, with all units and elements plotted one year ahead and new products blended in as they become available. Mail promotion is planned to integrate with other media. Horner believes creativity must have this basic orderliness at the outset or there is just no starting place for the thought process.

**Why overlook the economy of standardized format?** Just as you tailor your mail sales-appeal to fit your audience, so it is possible to appeal to the broad range of personalities in that audience. Some like humor, some don't. Some are slow witted, others sharp. Some demand all the facts, others want your message fast. Some respond to whimsy, others are coldly analytical. There is no real prototype of everybody, and almost every advertiser, at one time or another, falls into the trap of inflicting his tastes over and over again to the same audience. Horner mixes formats, designs and appeals to reach the various personality types some of the time because they can't reach all of them all of the time.



Letters play an important part in this program and are always used with any enveloped mailing. Somewhat offbeat in approach, they show President H. R. Horner as a human being, rather than as a drug house wheel.

**EXPERIENCE  
COUNTS**

*"A Satisfied Client Is  
Our Biggest Asset"*

- **For Direct Mail Advertising**
- **Maintenance of Customer Mailing Lists**
- **Addressing • Mailing**
- **Preparation and Printing Every Type Literature.**

**"Selectronics" —  
Electronic Selection of Mailing Lists  
— Another PONTON FIRST!**

**PONTON** Lists are full-fledged Advertising, Marketing and Selling mediums. There is no area **PONTON** cannot **code** for you . . . Financial Strength, Employee Strength, Executives, Professional, Industrial, Retail, Wholesale, Income . . . or any other.

**Use Ponton Packing & Shipping Co.**  
(a Subsidiary of W. S. Ponton, Inc.),  
for Packing and Shipping Your Mer-  
chandise, Domestic and International.

**— Fill in and mail this Coupon now!**

**Gentlemen:**  
Please send, without obligation, a FREE copy of  
the PONTON "List-O-Trades" Catalog to:

Name \_\_\_\_\_ Title \_\_\_\_\_  
Firm \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



**The Most  
Complete  
Direct Mail  
Catalog  
Published**

**W. S. PONTON, Inc.**

44 HONECK STREET, ENGLEWOOD N. J.  
Phone: LOwell 9-5200  
New York Phone: MUrray Hill 7-5311



**"IDEA" LETTERHEADS**

Add lively interest to your messages! Unusual ideas illustrated in 4 colors for bulletins and mailings. 8 1/2 x 11 size.

**SEND FOR FREE CATALOG**

IDEA ART  
309 Fifth Avenue, New York 16

**NATIONAL RECRUITER**

Wanted by leading national direct sales organization... headquarters in Los Angeles.

**SALARY NO OBJECT**

...for right man. Tremendous opportunities. *WRITE*, giving age qualifications, personal data... experience, references, salary requirements

**Dept. S. M., Box 38355  
Hollywood 38, California**

**good field acceptance?**

Do your distributors, jobbers, dealers *know* and push your product? Tell your story dramatically, indelibly, economically with motion pictures... Warning: select a professional producer.



**Atlas Film Corporation**

OAK PARK, ILL.  
CHICAGO PHONE: AUSTIN 7-8820  
WASHINGTON • CHICAGO • HOLLYWOOD

**Save On Imprinted Pens**

We offer quality pens at reasonable prices. Samples on request. Write for free illustrated catalog and price schedule. Prompt service assured.

**Wilshire Pen House**  
8721 Sunset Blvd., Hollywood 46, California  
Tel: OL 7-2727

# **-SM-** Sales Promotion Section

## **SALES PROMOTION IDEA FILE**

By LARRY SCHWARTZ, President, Wexton Advertising Agency, New York

### **Students Available for Marketing**

The concept of using marketing professors and students to perform services, on and off the campus, for advertisers, was first put to work 12 years ago by Student Marketing Institute. The idea has worked so well that today the institute serves the varied needs of dozens of companies in all markets of importance in the United States (almost 500 of them). The professors serve as market supervisors; the students, as market representatives, with regional offices directing all activities. The faculty members augment their academic incomes with the blessing of the colleges; the marketing students help pay for their college educations while gaining invaluable experience that will serve them well in business.

Among the services being provided in markets of the clients' choice are:

- Securing distribution, opening accounts
- Taking orders for merchandise
- Placing point-of-purchase material
- Detailing, missionary work
- Auditing sales
- Distributing samples
- Placing publicity stories
- Public relations, including educational
- Activities in public schools, high schools, colleges
- Conducting contests
- Research

Twice each year SMI prepares the Student Market Index, based on interviews at 37 colleges. Companies so desiring, can have special questions included in these surveys. Separate, comprehensive research programs can be planned and carried out in whatever companies or markets clients desire.

Through a separate division, SMI successfully handles sales of merchandise to campus and student-oriented stores, as well as regular retailers in many lines. Among the items being sold by this division are socks, greeting cards, paper-back books, belts and magazine subscriptions.

To learn how this unique organi-

zation can help your company, contact Robert Stelzer, President, Student Marketing Institute, 375 Fifth Ave., New York City.

### **For Lost Credit Cards**

Credit cards can present a tough problem if lost or stolen. The person who loses one or more is often at a loss to describe it accurately enough to prevent some loading of expenses by the lucky finder. A handy little good-will builder is the "Credit Card Record" developed by Knott Hotels Corp. Resembling a stock certificate, the Record has spaces to list up to 20 credit cards, including issuing organization and account number.

For a free copy of this helpful item, write to C. V. MacGillivray, Knott Hotels Corp., 575 Madison Ave., New York 22, but be sure to keep it some place other than your wallet.

### **What Size Display Type?**

A handy chart demonstrating type sizes for point-of-purchase or other visual material, readable at various distances between 15 and 55 feet, has been prepared by Oravisual Co., Inc., producers of tools for visual presentations. For a free copy of this chart, write to G. J. Pipper, Sales Manager, Box 11150, St. Petersburg 33, Fla.

### **Outserts Pull in Returns**

Outserts are printed folders designed for application to the outsides of packages, where they ride free to every single consumer. Typically, outserts are used to communicate recipes, premium offers, cross advertising, product information, instructions and uses, as well as straight advertising messages.

General Foods sold over 600,000 kitchen knives with a self-liquidating offer in outserts on cartons of Baker's chocolate, a return of 6%.

Durkee Famous Foods offered a price refund on a new container for its famous sauce with outserts, got a 10% return on the offer.

The Borden Co. has been using recipe outsert folders on its cans of Eagle Brand sweetened condensed milk for more than 20 years. A returnable coupon in the outsert offers

A man who takes pride in his work gets a lot of solid satisfaction out of businesspaper advertising. It's a medium that's strictly for pros— you and the men you're selling to. You know you can get the markets you want, the results you plan for . . . in businesspapers.



PHOTO ON LOCATION BY ARNOLD NEWMAN.

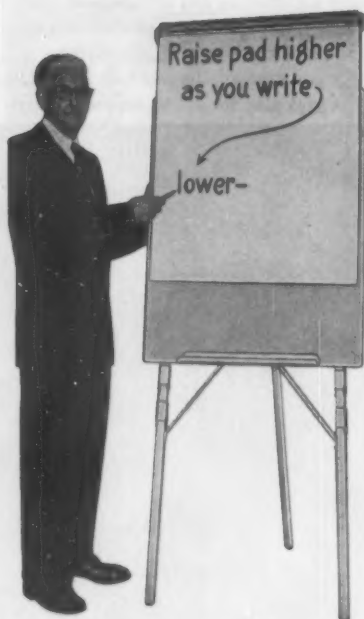
Advertising in businesspapers means business  
as any advertising man who knows his business will tell you — *because*  
men who read businesspapers mean business



good business advertising works best in a good businesspaper—an ABC-audited, bought-and-paid-for ABP paper.

THE ASSOCIATED BUSINESS PUBLICATIONS • 205 East 42nd Street, New York 17, N. Y. • 201 North Wells St., Chicago 6, Illinois • 1004 National Press Bldg., Washington 4, D. C.





**HIGH-LOW ALL PURPOSE EASEL**  
For more effective meetings and conferences. Replaces blackboard with large paper pads. Retain used pages for future reference. There are 27 Oravisual easels to choose from.

Write for free illustrated catalog

**ORAVISUAL COMPANY**  
Box 11150—St. Petersburg 33, Fla.

*the perfect Hinge*  
*For Your*  
**1959 PROMOTIONS**  
*Hawaii*  
OUR **50<sup>th</sup>** STATE

GRAND OPENINGS  
ANNIVERSARIES  
ALOHA SALES  
LUAU TIME  
HAWAIIAN PREMIUMS  
FREE ORCHIDS

**ORCHIDS OF HAWAII, INC.**  
National Sales Office  
805 - 7th AVENUE, NEW YORK 1, N. Y.  
WORLD'S LARGEST SUPPLIERS OF FLOWERS AND PLANTS FOR PROMOTIONS

Please send me prices and information on exciting new Hawaiian display material, exotic giveaways and unique premiums.

Name .....  
Title .....  
Company .....  
Address .....  
City..... Zone..... State.....

a free, de luxe color recipe book. Similar coupons are used in magazine ads, but the outsert coupons produce 400% greater response, at a cost of 72% less per inquiry.

For a free kit of samples, write to L. H. Healy, Jr., Commercial Division, Outserts, Inc., a division of Eureka Specialty Printing Co., Scranton 9, Pa.

#### **Slice of Life for Presentations**

At the risk of being accused of nepotism, I'd like to tell you about a new horizon in sales promotion and advertising that is being created by New Sounds, Inc., a company which is headed by my brother, Tony Schwartz.

The extraordinary, motivational power of this company's documentary technique was discovered somewhat by accident when children's hospitals and psychiatric institutions found that otherwise unreachable children responded to their recordings of children's songs and games.

Commercial application was tested in radio and TV commercials for baby powder and carbonated beverages, with startling results. One ABC television audience-participation show stopped while the audience applauded the commercial and then discussed whether such commercials should receive an Emmy award.

A major factor in the success of this documentary technique seems to be the extra believability of an ap-

parently unrehearsed, real life situation.

In preparing commercials for a spaghetti sauce, New Sounds had children and adults make their own spaghetti, recorded unrehearsed comments as the food was being prepared and eaten. In helping the manufacturer of a new paper specialty introduce the product, New Sounds interviewed prospects and jobbers' salesmen about the need for such a product, prepared an exciting recorded presentation that produced unusual sales results because of its believability and appeal.

Now, at the request of media who wish to influence large advertising budgets, New Sounds has developed a number of unusual visual approaches for motion picture and slide films to be used in business presentations. To arrange for an idea-stimulating showing of some of these sales-producing techniques, get in touch with Tony Schwartz, New Sounds, Inc., 425 West 57th St., New York 19, N. Y.

**Sales Promotion Idea File** is a monthly review of sales-producing tools and ideas designed to stimulate the thinking of salesminded executives. Address contributions to Larry Schwartz, c/o Sales Management, 630 Third Ave., New York 17, N. Y.

**Lite-TUFF** PLASTIC BOXES HELP YOUR SALESMEN SELL

Made of rugged Tenite II, with metal hinges and catches, displays your product at its best... clean and undamaged. Compartment arrangements to fit your needs, without usual die costs.

WRITE TODAY FOR CATALOG & PLOT PLAN SHEETS

**SHOE FORM CO. INC.** DEPT. S AUBURN, N. Y.





# She's sold !

...and cellophane's "tailored protection"  
made the sale more profitable

Protection, tailored to individual product needs, is just one of cellophane's unique combination of advantages.

Du Pont cellophane's tailored protection lowers the cost of a sale, because the packager can choose from over 100 different types...gets—and pays for—*only* the kind and amount of protection his product requires. And he profits from the repeat sales assured by proper protection of quality.

In addition, Du Pont cellophane offers the proven sales power of pure transparency, unbeatable efficiency on high-speed packaging machinery, unlimited flexibility of design and vivid color printing.

**PROVE TO YOURSELF** that cellophane can help "buy your market" at lowest cost. Ask your Du Pont representative to give you all the facts.

E. I. du Pont de Nemours & Co. (Inc.),  
Film Dept., Wilmington 98, Del.



Better Things for Better Living...through Chemistry





**WE  
CAN HELP  
YOU TOO**

**AMERICA'S  
MOST EFFICIENT  
PERSONNEL RECRUITMENT  
SYSTEM  
SINCE 1935**

**NO  
CHARGE  
TO  
EMPLOYER**

**CONTACT  
YOUR LOCAL  
PERSONNEL  
CONSULTANT**

**OR  
WRITE**

**HARRY C. VAUGHN, DIRECTOR  
LEVEQUE LINCOLN TOWER  
COLUMBUS, OHIO**

**ASK  
FOR COPY OF  
"THE EMPLOYMENT  
COUNSELOR"**



**It's FUN to work in  
IDAHO**

... because your work is near your play. This means energetic workers, a more stable labor force. Bonus benefits to expanding industry are favorable tax rates, untapped natural resources and abundant industrial energy. Best of all, Idaho wants to share it all with you.

**Idaho Welcomes Industry**

For full information write to the Idaho Department of Commerce and Development, Room 598, Capitol Building, Boise, Idaho.



**GOURMET CATEGORY GUARANTEED** with use of an old stand-by container enhanced with sophisticated design (this one was prize-winner at New York Art Directors' Annual Show). Other assets bringing new starring role to the round, nesting, paper container: It's handy; lids are naturals for eye-catching design easily spotted in frozen foods cabinets; container is ideal for a variety of products.

## Sudden Sales Glamor For Old Reliable Container

Like the sudden stardom of a long-time, around-the-scene but never real box office actor, is the current popularity of an old stand-by in the paper container field.

The round, nesting, paper container—low-cost, associated mostly with ice cream and cottage cheese—today is being given a new whirl as a prestige and sales builder for products as varied as frozen foods, meat, table spreads, candy, and a variety of newly developed food products.

In candy sales... the package sold itself and the product, without advertising: Schutter Candy Co., Chicago, wanted "something new... only a few seconds to sell shoppers passing by the candy stand." Schutter found sales of its product, repackaged in this type of container, with an off-beat brightness of color, ran two to three times greater than planned.

With 40% of all candy sales now coming from super markets (pre-war figure: 2%), changing display and stacking requirements have found candy merchandisers experimenting with packages ranging from film to folding boxes. The round, paper container is one of the most popular. It stacks easily, creates no nuisance with broken, torn packages and spilling. And, according to one industry execu-

tive, permits a price increase up to 100%.

In frozen foods... Mrs. Kornberg's Chopped Chicken Liver, one of the fastest growing of the new frozen specialties, illustrates the story: The product, new on the market just a few years ago, is a Jewish food specialty used as an appetizer and cocktail party spread. It was introduced by Mrs. Kornberg herself in a stock paper container to a few markets in her own suburban New York area. The item proved so popular, with so many repeat sales, that she decided to put it in the hands of a broker for distribution. Here again was an unadvertised product which demanded selling packaging. The package was redesigned to give the product (1) brand identity, (2) the cachet of quality and luxury, (3) a hint of the gaiety and good living implicit in its use, and (4) the attention of the housewife who is just beginning to find in the market prepared foods exactly like those she slaves over at home.

With design built on the luxury and elegance appeal, special attention to the lid (the eye-catcher in frozen foods cabinets), the overall effect is so attractive that sales are booming.

In ice cream... the round paper

container is an old favorite — with newly discovered advantages: Andes Candies of Chicago took note of the trend to large packages of ice cream for home storage — designed a luxurious plastic-coated half-gallon container with a window lid to show off the product's fine texture and color.

Makers of spumoni, a multi-flavor Italian ice cream product which owes much of its popularity to the beauty of the picture it makes on the plate, have found advantage in using this type of container — printed upside-down. The "method" in this seeming madness lies in the suggestion that the product can be unmolded from the tapered shape of the paper container like a rounded pyramid, simply by pushing at the bottom of the container. The idea is so good for home service — permitting service of neat pie-shaped wedges — that it has been enthusiastically adopted by purveyors of more conventional ice creams.

In honey . . . where national sales have been dropping for years, a new product, cream honey (can be spread with a knife), a few years ago started to hike sales figures. Packagers found big advantages in the round containers because they: open easily, can be resealed, look well on a table, have the associations of such everyday foods as whipped butter and creamed cheese and thereby sell the product to housewives unfamiliar with it.

Mechanical developments have kept step with the new popularity. Today's round paper container can be made to meet almost any company's needs: Sizes vary from 3 to 170 ounces; the variety of finishes ranges from wax-to plastic-coated and uncoated; lids can be paperboard, with or without windows, or plastic, or metal, and all take printing well. Use of this type of lid also means that directions or sales messages are not destroyed on opening.

For the manufacturer — production can be started in a small way since containers are easily filled and sealed by hand, and, as demand increases, production can be switched to high-speed machines.

Containers take less horizontal shelf and storage space than most packages. They stack well and stand out in cabinets and on shelves instead of blending with adjacent packages. From the housewife's point of view, they are handy for refrigerator, shelf and table.

Today's exploitation of this manufacturer-retailer-consumer convenience, plus big merchandising opportunities, makes the old, round, nesting, paper container a healthy competitor against some of the newer items in the packaging field. ♦

"NEXT TIME I'LL BUY THE CIRCUS TICKETS."



...today,

## ENGINEERS make the buying decisions!

*For product data and purchasing information, 195,000 engineers read these Engineering Society Publications:*

JOURNAL OF METALS  
MECHANICAL ENGINEERING  
MECHANICAL CATALOG  
MINING ENGINEERING  
CHEMICAL ENGINEERING PROGRESS  
CIVIL ENGINEERING  
ELECTRICAL ENGINEERING

### Improvement on Perforated Pages? Impossible!

Thousands of SM subscribers would have said it was impossible to improve on the perforated pages which have been a feature of SALES MANAGEMENT since October 15, 1954.

But examine this issue—and see if you don't agree that pages are easily, cleanly detachable, and will open up flat, which is impossible with those magazines bound with wire staples, as ours was prior to this issue.

Experiment, won't you, with the firmness and flatness of the new slotted binding, with the easy detachability of any page—and then drop us a note. We very much want to know whether the extra trouble and expense is justified by reader appreciation.



## Tomorrow's Major Trends in Marketing

continued from page 38

- **The spilling-out of untold numbers of new products, new packages.**  
Cited by V-P, Sales, industrial company.
- **The trend toward product diversification in individual companies.**  
Cited by R. F. Lay, V-P, The Cooper-Bessemer Corp.; V-P, Marketing, electrical products company.
- **The maturing of judgment among marketing men.**  
Cited by C. G. Ely, V-P, The Maytag Co.
- **Recognition on the part of industrial companies of the need for marketing brains as well as engineering brains.**  
Cited by V-P, industrial company, heavy equipment.

## The Crystal Ball

The judgments of 40 presidents, vice presidents, treasurers, and research directors who participated in this roundup, are combined in the box on page 38 in which are listed 13 forecasts on what's coming in marketing in the next five years.

A handful of interesting quotes:

... **on communications:** "Customers buying regularly from a supplier will be connected by a communications link which will permit the customer's order to be produced on the supplier's premises already codified on top, ready for introduction into the supplier's data processing equipment. Similarly, a customer invoice will be produced on the customer's premises instead of being mailed to him." (Marquez, Northern Electric.)

... **on future planning:** "The real competitors in any industry will be those fast-moving firms that develop answers to customer needs in advance of customer awareness of those needs." (Bobo, Federal Pacific Electric.)

... **on changes in distribution:** "Self service will spread into other fields." (V-P, consumer goods company, drugs.) "The trend started 35 years ago to shorten the line between the manufacturer and the final consumer will continue. Vertical integration will become more pronounced." (Shiner, Massey-Ferguson.)

... **on increased stature for marketing executives:** "More profit responsibility will be placed on marketing people." (V-P, consumer goods.) "There will be increasing acceptance of the marketing concept trend and further broadening of the marketing man's influence." (Eppert, Burroughs.)

"There will be more recognition of the importance of marketing as a major management responsibility with the result that more marketing people will be elevated to top spots in industry as opposed to people from production, engineering or accounting." (Davis, Copes-Vulcan Div., Blaw-Knox.)

... **on costs:** "There will be a tightening of costs in the distribution field—more industrial engineering approach to all phases of the distribution problem." (Gaudion, Pfaudler Permutit.) "There will be much pressure on manufacturing for higher quality at reduced costs." (V-P, company making drug store products.)

"Further intensification of competition will continue to narrow profit margins for established products and force improvements and new products in the continued battle to overcome the profit squeeze. Will undoubtedly result in spectacular successes and failures." (Dana C. Huntington, Pres., Dennison Mfg. Co.)

... **on change:** "The pace of change will accelerate in the distribution process. This will come as an outgrowth of the rapidly expanding programs of new product and process development. Changes in distribution will be both the cause and effect of changing consumption patterns." (Hoadley, Armstrong Cork Co.)

## What Execs See Ahead For Their Own Companies

**Sales Manpower Forecast:** Average percent of increase required in next five years, estimate, 37%. Highest reported: 300%. Only three companies in the group expect to get along with the same or less manpower they have today.

**Advertising Forecast:** Average percent of increase required in next five years, estimate, 37%. Highest reported: 400%. Many indicated estimate given as likely to be low ("50% at least"). No executive expected to see his company spending less on advertising. Only two figured it would run about the same as today.

A number sidestepped a percentage estimate but indicated greater advertising investment would obviously be required, "to introduce and promote new products" ... "to sustain and improve share of market" ... "There will be need for more and better advertising to back up a larger sales force" ...

Says one company president: "Advertising must be strengthened as sales and marketing departments develop. This is not just space advertising. Careful consideration must be given to all media."

And from a v-p, marketing, of a Canadian company: "Marketing recognizes that to simply be a productive manufacturer is no longer enough. The



## SOME "APPROACHES" TO SALES AND ADVERTISING MANAGEMENT



The "Whirling Dervish" Approach. Breakfast in Flagstaff... lunch in Tacoma... dinner in Boston. Earns "E" for Effort.



The "Admiral Farragut" Approach... very dramatic "Drat the torpedoes, etc." It is always a jim-dandy when it clicks!



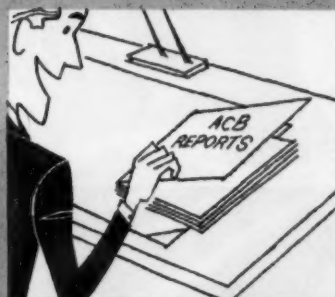
The "Rudin's Thinker" Approach. Requires Einsteinian cerebration. Splendid prerequisite for a Featured After-Dinner Speaker.



The "Romer" Approach. Tremendous suspense and loads of fun. Everyone from the new, temporary office boy can participate.



The "Laker-Conquers-All" Approach. Best for autobiographical purposes, especially if subject was born in a Missouri log cabin.



The "ACB" Approach. Observe the advertising support of retailers—your own and competitive in 1,393 major market centers.

## Why the "ACB Approach" makes sense to more than 1,100 companies

ACB Services remove much of the uncertainty and "lost motion" for sales and advertising men.

The condensed factual information contained in these Reports points out strong and weak spots in distribution, sales effort and dealer loyalties, as evidenced by newspaper advertising.

ACB reads every daily/Sunday newspaper advertisement published. As it reads, it "flags" the ads that an ACB client has specified as being of value. Then it tabulates the size and content of these ads into concise reports, if so ordered.

A few minutes with an ACB Report will reveal all the advertising activities of every jobber, retailer or salesman—your own or competi-

tive—in the 1,393 market centers of the country.

Thus, you obtain a clear, coherent picture of what is taking place in each city. For here, hidden from you by a curtain of distance, more money is spent in daily/Sunday newspapers than in magazines, television, radio and outdoor advertising combined!

ACB Report Services are completely factual. They are upwards of 95% complete and accurate. They reach you promptly. They are used by more than 1,100 firms—large and small. The costs of these services are moderate and so divisible that no one is "priced out."

See our 48-page free catalog describing all 14 ACB Services. Or, contact our office nearest you.



### The ADVERTISING CHECKING BUREAU, INC.

New York (10) 353 Park Ave. South • Chicago (2) 18 S. Michigan Ave.  
Columbus (15) 20 South Third St. • Memphis (3) 161 Jefferson Ave.  
San Francisco (5) 51 First St.

ACB READS EVERY ADVERTISEMENT IN EVERY DAILY NEWSPAPER

need for retail support will bring on a constantly increasing demand for advertising expenditures augmenting those of the retailer himself. Again, this is simply orienting the point of view of the manufacturer to consumer needs."

**Market Research Forecast:** Only three company executives foresaw no need for increased investment in market research. Of the remainder, 60% said research funds would have to be substantially increased, 40% said "somewhat increased."

V-P, chemical company: "The more competitive the situation becomes, the more necessary is adequate market research."

Pres. W. H. Cochrane, Neptune Meter Co.: "Market research needs not only to be increased, but to be improved and used more intelligently."

V-P, industrial products company: "Market research

will have to become more prevalent in order to predetermine whether products are right for the market before they are produced. It is too costly to cut and try."

An industrial editor's view: "Customer orientation will demand a great increase in market research to provide continuing readings of what the customer needs and wants."

**Foreign Competition Forecast:** As to the degree of intensity of foreign competition, this is the way our panel members see the near future:

44% said they expect very much stronger competition from imports.

28% said they expected "somewhat stronger" competition.

28% said they do not expect the present situation to show much change. ♦

## SAN DIEGO CALIFORNIA



### GREAT AND GROWING MARKET!

San Diego ranks among the nation's top 20 counties in value of agricultural production. Total for 1958 reached \$100,455,000.00, according to the County Department of Agriculture.

And agriculture is just one of many economic factors which make San Diego the third largest market in the 11 western states, and the fastest growing

major metropolitan area in the nation.

To reach and sell this great market—at lowest cost per sale—advertise in **The San Diego Union and Evening Tribune**. Combined daily circulation exceeds 200,000 (215,192 ABC 3/31/59). And surveys conducted by Facts Consolidated show a readership of 84.4%, unduplicated.

**The San Diego Union | EVENING TRIBUNE**

"The Ring of Truth"

**COPLEY NEWSPAPERS**

15 "Hometown" Newspapers covering San Diego, California—Greater Los Angeles—Springfield, Illinois—and Northern Illinois. Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

# COMING



**GIFTS GALORE FOR EMPLOYEES & CUSTOMERS**



At Christmas & All the Year  
Employee Incentives & Awards  
For Sales & Other Contests  
For Retirements & Long Service

*Dazzling Display of Delicacies*

*Picture Parade of Pulchritudinous Products!!*



Hot News



Old Favorites



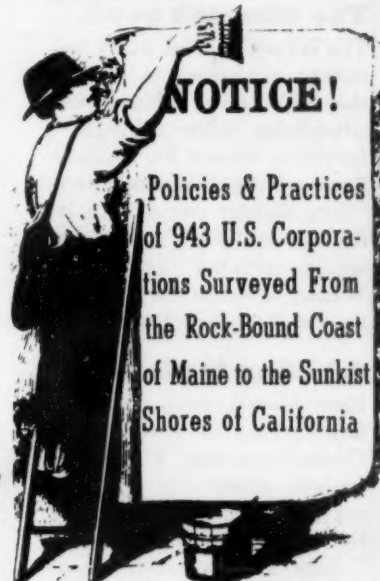
Cold Facts



Latest Arrivals

**NOTICE!**

Policies & Practices  
of 943 U.S. Corpora-  
tions Surveyed From  
the Rock-Bound Coast  
of Maine to the Sunkist  
Shores of California



**EDUCATIONAL!**  
**COMPREHENSIVE!**  
**SCIENTIFIC!**  
**AUTHORITATIVE!**



**Be Alert to the September 10 Number of Sales Management**



# How to keep your head when all about you . . .

"As recently as 1927, drivers who exceeded the speed limit in Peiping, China, were executed and their heads exhibited as a warning to others."

This fact was reported in Borg-Warner's well known advertising series—to ask Americans, who knew less stringent laws, to keep their heads—and drive carefully.

It is one of hundreds of facts Borg-Warner has run in support of Advertising Council campaigns in the public interest.

## Not confused by facts.

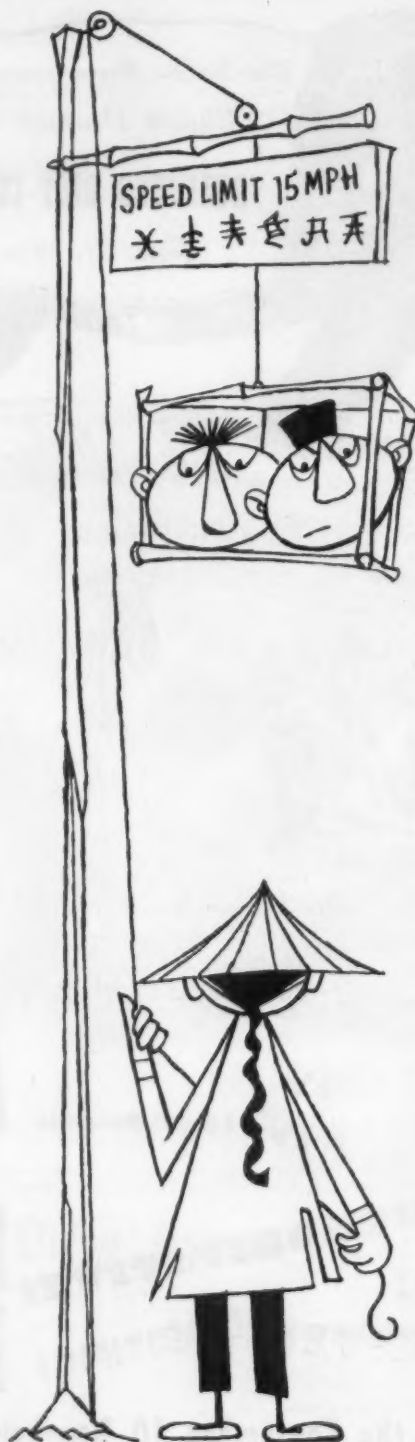
A recent independent depth survey, conducted to determine what "meaningful thoughts" readers derived from these spreads, showed 86% of all persons interviewed considered Borg-Warner "sincerely concerned with the public welfare."

## The climate's good.

The survey elicited many voluntary comments to confirm the belief that public-service advertising helps maintain a favorable climate for business. Some of the comments were: "Borg-Warner has done a lot for our country"; "they are serving mankind"; and, "Borg-Warner is tied in with the family and the community."

## A billion readers.

Each advertisement since 1952 has carried an Advertising Council message. This is the longest, continuous magazine support given Council projects by any national advertiser. Totals: 216 messages and an estimated billion and a quarter readers.



## You, too, can benefit.

You can better your business climate as Borg-Warner has. Use Ad Council campaign slogans on your point-of-sale materials, on your direct mail or business letters, in house magazines or annual reports . . . and in radio, television and print advertising.

Here are current campaigns:

*Aid to Higher Education  
Better Mental Health  
Better Schools  
Crusade for Freedom\*  
Forest Fire Prevention  
Red Cross\*  
Register, Contribute, Vote\*  
Religion in American Life  
Religious Overseas Aid  
Stop Accidents  
United Nations\*  
United Fund Campaigns\*  
U. S. Savings Bonds*

\*Not year-round campaigns

Free information, posters, reproduction proofs, electros for magazines and other advertising materials—yours for the asking. Send the coupon today, or call the Advertising Council branch office nearest you. Branches in Chicago, Los Angeles, and Washington, D. C.

THE ADVERTISING COUNCIL, INC.  
25 West 45th Street  
New York 36, New York

Please tell me how I can  
tie in with the Council . . .  
and "keep ahead".



NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# October Sales to Show 10% Gain

By DR. JAY M. GOULD

Research Director

Sales Management and Its Survey of Buying Power

The volume of retail sales in October of 1959 will probably total 19.1 billion, a 10% gain over October 1958. This means a continuation of the hectic pace set by retailing throughout 1959. A 10% gain in October is all the more significant because retailing in the final quarter of 1958 had already started to pull out of the 1958 recession.

The above forecast of retail sales assumes, of course, a steel strike settlement sometime in September, plus a continuation of a high level of automotive sales, which, as can be seen from the table below, has been a dynamic factor in the overall retailing picture so far this year, running about 20% over last year, as compared with the overall gain in retail sales of 9% for the first 7 months of the year.

## Retail Sales, Jan.-July % Gain, 1959 versus 1958

Food .....	3.0
Eating & Drinking Places .....	3.9
General Merchandise .....	8.9
Apparel .....	6.4
Furniture & Appliances .....	7.5
Lumber, Building, Hardware .....	13.5
Automotive .....	20.3
Gasoline Service Stations .....	7.1
Drug & Proprietary .....	9.0
*Total Sales .....	9.0

Car sales in October will be good not only because some of the new 1960 models are expected to come on

\* Includes data for kinds of business not shown in above nine categories.

the market in October, but because dealers have on hand a rather large inventory of 1959 cars, expected to total about 800,000 units by September 1. Dealers, backed by factory rebates, are expected to offer discounts averaging as much as \$500 per car to liquidate inventories of '59 models by the end of October. In the meantime, sales of foreign cars, unaffected by any model changeover, continue to climb. American consumers in the first 7 months of the year bought 342,000 imported cars, twice as many as in 1958. Foreign cars now account for 12% of total car sales in the U. S. indicating that the Big Three are introducing the new 1960 models none too soon in their efforts to share in the "compact car" market.

(continued on page 98)

## 30 Best Markets For October

(Top three cities in each of 10 regions)

The following cities have a common denominator. They are expected to exhibit retail sales leadership in the coming month. The index opposite each city compares its performance with that of the nation as a whole. (U. S. index serves as base, always 100.) For example, if a city has an index of 106.9 that means that its retail sales next month are forecast to lead the nation by 6.9%. Canadian figures are compared with U.S.

### New England

Salem, Mass. ....	119.1
Stamford, Conn. ....	111.7
Woonsocket, R. I. ....	108.2

### East South Central

Jackson, Miss. ....	111.5
Chattanooga, Tenn. ....	105.8
Montgomery, Ala. ....	104.7

### South Atlantic

Washington, D. C. ....	111.6
Orlando, Fla. ....	111.5
Winston-Salem, N. C. ....	109.2

### Middle Atlantic

Hempstead Township, N. Y. ....	109.2
Philadelphia, Pa. ....	108.1
Sharon, Pa. ....	106.7

### East North Central

Kenosha, Wis. ....	114.4
Flint, Mich. ....	111.6
Gary, Ind. ....	110.8

### West North Central

Rapid City, S. D. ....	111.3
Sioux Falls, S. D. ....	106.5
Springfield, Mo. ....	101.6

### Pacific

Santa Ana, Cal. ....	125.0
San Jose, Cal. ....	116.1
San Diego, Cal. ....	112.9

### West South Central

Lubbock, Tex. ....	107.3
Amarillo, Tex. ....	107.0
Wichita Falls, Tex. ....	106.1

### Mountain

Reno, Nev. ....	113.4
Albuquerque, N. M. ....	110.3
Cheyenne, Wyo. ....	110.3

### Canada

Ottawa, Ont. ....	110.2
London, Ont. ....	107.0
Hamilton, Ont. ....	104.8

# **-SM- HIGH SPOT CITIES**

High Spot Cities are tabulated monthly as a guide to the marketer on where his sales efforts might pay the greatest dividends. Cities marked with a star ★ are Preferred-Cities-of-the-Month. They have a level of sales—compared with the same month in 1958—which equals or exceeds the national change in sales activity.

The first column of the accompanying tables indicates the number of months out of the past 24 that the city has had a star to indicate a better than average performance. When a full 24-month period of back data is not available, the city's record is indicated as follows: 8/11 would mean that a city has had 8 starred months out of the past 11. The 11 would indicate the

total number of months for which data is available.

The second column indicates the index of change for this month of 1959 versus the corresponding month of 1958.

The third column (the city-national index) relates the annual change in the city's retail sales to that of the U.S. Thus, a city-national index of 106.0 indicates that the city is enjoying a gain in retail sales 6% greater than that of the rest of the U.S.

*Suggested Uses for These Data* include (a) special advertising and promotion drives in spot cities, (b) a guide for your branch and district managers, (c) revising sales quotas, (d) checking actual performances against potentials, (e) basis of letters for stimulating salesmen and forestalling their alibis, (f) determining where drives should be localized.



"It's just a hole-in-the-wall but they do a good business."

# **-SM- HIGH SPOT CITIES**

## **RETAIL SALES FORECAST** (S.M. Forecast for October, 1959)

	No. ★ Months Out of Past 24	City Index 1959 vs. 1958	City Nat'l. Index 1959 vs. 1958	\$ (Million) October 1959
<b>UNITED STATES</b>				
	110.0	100.0	100.0	19095.00
<b>Ala.</b>				
★ Birmingham ...	16	111.8	101.6	49.22
★ Florence-Sheffield- Tusculumbia ...	14	111.9	101.7	8.29
★ Gadsden ...	10	115.1	104.6	7.16
★ Mobile ...	2	108.4	98.5	23.77
★ Montgomery ...	21	115.2	104.7	19.43
<b>Ariz.</b>				
★ Phoenix ...	24	118.6	107.8	47.81
★ Tucson ...	21	120.1	109.2	24.48
<b>Ark.</b>				
Fort Smith ...	18	107.4	97.6	8.97
★ Little Rock-North Little Rock ...	23	110.6	100.5	26.04
<b>Calif.</b>				
Bakersfield ...	13	106.5	96.8	19.13
Berkeley ...	9	109.2	99.3	14.13
Fresno ...	18	103.0	93.6	27.96
Long Beach ...	0	107.5	97.7	52.29
★ Los Angeles ...	24	113.4	103.1	364.41
★ Oakland ...	17	113.2	102.9	64.30
★ Pasadena ...	8	112.6	102.4	25.64
★ Riverside ...	15	110.0	100.0	13.70
★ Sacramento ...	17	114.0	103.6	44.98
San Bernardino ...	13	104.0	94.5	17.53
★ San Diego ...	24	124.2	112.9	79.26
San Francisco ...	8	104.2	94.7	104.67
★ San Jose ...	23	127.7	116.1	37.39
★ Santa Ana ...	19	137.5	125.0	22.81
★ Santa Barbara ...	16	111.8	101.6	11.24
★ Santa Rosa ...	14/14	120.6	109.6	8.31
★ Stockton ...	12	112.1	101.9	17.10
★ Ventura ...	20	120.1	109.2	7.18
<b>Colo.</b>				
★ Colorado Springs ...	22	110.6	100.5	16.44
Denver ...	21	109.6	99.6	83.65
Pueblo ...	15	105.5	95.9	11.46
<b>Conn.</b>				
Bridgeport ...	0	103.3	93.9	21.03
Hartford ...	9	104.2	94.7	32.50
★ Meriden- Wallingford ...	3	110.3	100.3	7.95
Middletown ...	11	103.2	93.8	4.61
New Haven ...	4	105.9	96.3	24.03
New London ...	20	102.5	93.2	7.22
Norwich ...	5	103.3	93.9	5.53
★ Stamford ...	8	122.9	111.7	16.76
Waterbury ...	5	107.8	98.0	13.69
<b>Dela.</b>				
Wilmington ...	17	109.5	99.5	27.39
<b>Dist. of Col.</b>				
★ Washington ...	14	122.8	111.6	141.94

ONLY the RECORD and JOURNAL



COVER

Meriden • Wallingford, Conn.

Advertisers like the economy of reaching Meriden-Wallingford! Just one buy, the Record and Journal, covers 97% of this 120,000 big-city market with \$157 million Effective Buying Income\*. Reminder: no Hartford or New Haven ABC daily newspaper has more than 400 circulation here.

\* S.M. '59 Survey

**The Meriden  
RECORD and JOURNAL**

Meriden • Connecticut

National Representatives:  
GILMAN, NICOLL & RUTHMAN

## MIDDLETOWN Metropolitan Area

(Middlesex County)

One of the 50 BEST  
Food Markets in  
Nation

**\$1,121 per Household**

Middletown Metropolitan Area is 46th in food sales per household among the nation's 292 metropolitan areas—outranks 246 in this respect . . . jumps ahead of 30 larger areas in total food sales!

No combination of outside newspapers comes anywhere near equaling the Middletown Press coverage of this market—one of the most responsive in the nation.

You ALWAYS Get MORE in MIDDLETOWN

THE MIDDLETOWN PRESS

MIDDLETOWN.

## -SM- HIGH SPOT CITIES

RETAIL SALES FORECAST  
(S.M. Forecast for October, 1959)

	No. ★ Months Out of Past 24	City Index 1959 vs. 1958	Nat'l. Index 1959 vs. 1958	\$ (Million) September 1959
<b>Fla.</b>		113.3	103.0	617.02
★ Fort Lauderdale	24	115.0	104.5	22.14
Jacksonville . . .	21	108.8	98.9	51.11
★ Miami . . . . .	24	112.0	101.8	82.54
★ Orlando . . . . .	24	122.7	111.5	29.50
Pensacola . . . . .	9	107.5	97.7	14.37
★ St. Petersburg .	18	116.9	106.3	31.38
★ Tampa . . . . .	24	115.6	105.1	45.05

<b>Ga.</b>		110.2	100.2	346.85
★ Albany . . . . .	16	110.1	100.1	6.29
★ Atlanta . . . . .	24	111.0	100.9	91.50
Augusta . . . . .	13	108.1	98.3	14.69
Columbus . . . . .	0	106.2	96.5	13.77
★ Macon . . . . .	16	113.2	102.9	14.57
★ Savannah . . . .	24	111.0	100.9	18.37

<b>Hawaii</b>				
★ Honolulu . . . .	24	114.7	104.3	35.89

<b>Idaho</b>		113.0	102.7	79.92
★ Boise . . . . .	23	113.2	102.9	10.84

<b>Ill.</b>		108.8	98.9	1186.69
Bloomington . . .	21	107.7	97.9	7.85
Champaign-				
Urbana . . . . .	22	108.6	96.7	9.78
Chicago . . . . .	11	109.7	99.7	508.15
Danville . . . . .	0	104.3	94.8	6.98
Decatur . . . . .	0	103.1	93.7	14.15
East St. Louis . .	3	101.2	92.0	10.11
Moline-Rock				
Island-East				
Moline . . . . .	19	105.9	96.3	14.67
Peoria . . . . .	2	108.1	98.3	23.05
Rockford . . . . .	0	109.1	99.2	20.25
Springfield . . .	15	107.6	97.8	19.15

<b>Ind.</b>		111.2	101.1	496.08
Evansville . . . .	1	104.0	94.5	18.10
★ Fort Wayne . . .	5	113.6	103.3	24.45
★ Gary . . . . .	10	121.9	110.8	24.14
Hammond-East				
Chicago . . . . .	3/6	108.8	98.9	22.43
★ Indianapolis . . .	20	111.2	101.1	84.97
★ Lafayette . . . .	19	111.1	101.0	6.64
★ Muncie . . . . .	10	113.0	102.7	10.17
★ South Bend . . .	10	110.8	100.7	20.21
Terre Haute . . .	0	105.6	96.0	10.50

<b>Iowa</b>		108.1	98.3	325.00
Cedar Rapids . . .	13	109.7	99.7	14.23
Davenport . . . .	12	106.8	97.1	13.56
Des Moines . . . .	18	107.9	98.1	31.60
★ Dubuque . . . . .	23	110.2	100.2	8.23
★ Sioux City . . . .	23	110.3	100.3	13.33
Waterloo . . . . .	17	106.0	96.4	10.34

<b>Kan.</b>		104.3	94.8	219.66
Hutchinson . . . .	17	109.6	99.6	6.13
Kansas City . . . .	10	107.3	97.5	14.43
Topeka . . . . .	13	104.6	95.1	13.52
Wichita . . . . .	17	102.6	93.3	35.22

## NEW LONDON FOOD SALES RANK 1st IN CONN.

Again . . . New London food sales per average household are Connecticut's highest among all cities of 25,000-or-over population (SM '59 Survey).

Put your food product in top spot in this top-spending 66,547 ABC City Zone . . . 98% covered by New London's only local daily.

**The Day**

NEW LONDON, CONNECTICUT  
National Representatives:  
GILMAN, NICOLL & RUTHMAN

THIS IS Eastern Connecticut

**\$29,887,000**

Automotive Sales

. . . and Only

**ONE Newspaper**

If you're not getting your share of Eastern Connecticut's automotive sales, it could be that you're up against the impossible—trying to sell it through outside newspapers . . . which don't add up to effective selling coverage in this isolated market.

The Bulletin alone—only daily published here—gives you the broad, pay-off impact.

**Norwich Bulletin**

and Norwich Bulletin-Record (Sundays)  
NORWICH, CONN.

Bulletin Sunday Record  
26,037 22,104

Represented by  
The Julius Mathews Special Agency, Inc.



**test where it's best...  
PORTLAND, MAINE**

**1** Rated first for testing among U. S. Cities in 75,000 to 150,000 population group! **6** Rated sixth for testing among all U. S. Cities due to stable economy. **2** Rated second for testing among all New England cities regardless of population.

Source: SALES MANAGEMENT

Robt. Burns is the latest in a distinguished line of products to select Portland, Maine as best for the test.

Other products recently tested in Northern New England's No. 1 market are Libby's Beef Stew, Nestle's Nescreme and Breck's Shampoo.

Do what others do! Make Portland, Maine your No. 1 test city. Write for details. Then, you'll be sure to select the market that guarantees ideal and economical testing conditions.

**Portland, Maine  
Newspapers**  
PORTLAND PRESS HERALD  
SUNDAY TELEGRAM  
EVENING EXPRESS

Represented by:  
Julius Mathews Special Agency, Inc.

100 Sales Management September 4, 1959

## **-SM- HIGH SPOT CITIES**

RETAIL SALES FORECAST  
(S. M. Forecast for October, 1959)

	No. ★ Months Out of Print 24	City Index 1959 vs. 1958	City Nat'l. Index 1959 vs. 1958	\$ (Million) October 1959
<b>Ky.</b>		105.1	95.5	221.19
Lexington	16	108.1	98.3	13.44
Louisville	2	104.5	95.0	55.56
Paducah	9	106.4	96.7	5.80
<b>La.</b>		105.6	96.0	258.83
★ Baton Rouge	22	112.3	102.1	26.19
Lake Charles	13	103.0	93.6	8.83
Monroe-West				
Monroe	12	108.2	98.4	10.05
New Orleans	2	103.5	94.1	66.83
Shreveport	16	105.9	96.3	21.24
<b>Me.</b>		105.6	96.0	97.96
Bangor	12	107.3	97.5	7.46
Lewiston-Auburn	13	104.3	94.8	8.24
Portland	12	106.0	96.4	13.62
<b>Md.</b>		108.3	98.5	308.66
Baltimore	7	108.7	98.8	131.77
Cumberland	0	109.5	99.5	7.33
Hagerstown	5	104.9	95.4	8.97
<b>Mass.</b>		109.6	99.6	606.82
★ Boston	12	111.5	101.4	137.12
★ Brockton	16	115.5	105.0	9.74
Fall River	6	104.2	94.7	10.72
★ Holyoke	22	110.0	100.0	8.08
Lawrence	15	101.8	92.5	10.75
Lowell	2	106.6	96.9	10.89
Lynn	13	105.7	96.1	11.34
New Bedford	0	105.2	95.6	11.69
★ Pittsfield	8	117.8	107.1	8.76
★ Salem	13	131.0	119.1	9.20
Springfield	13	106.9	97.2	25.69
Worcester	0	105.6	96.0	27.71
<b>Mich.</b>		112.9	102.6	884.82
Battle Creek	17	104.1	94.6	9.04
Bay City	5	106.4	96.7	8.63
★ Detroit	4	114.7	104.3	261.45
★ Flint	9	122.8	111.6	38.85
Grand Rapids	0	109.6	99.6	32.34
★ Jackson	7	115.3	104.8	11.20
★ Kalamazoo	7	115.7	105.2	19.00
Lansing	0	108.7	98.8	20.17
Muskegon	4	106.0	96.4	9.62
Pontiac	5	108.7	98.8	13.29
Port Huron	0	104.7	95.2	6.65
Royal Oak				
Ferndale	0	104.2	94.7	16.06
Saginaw	0	106.8	97.1	14.69
<b>Minn.</b>		108.2	98.4	373.02
Duluth	6	103.8	94.4	14.11
Minneapolis	18	109.7	99.7	90.45
St. Paul	19	107.6	97.8	49.68
<b>Miss.</b>		120.3	109.4	153.33
★ Jackson	16	122.7	111.5	17.93
★ Meridian	16	115.0	104.5	6.57





# BATON ROUGE

## Is On The GROW!

Your sales will be on the grow there, too. It's Louisiana's fastest growing market, second in size — first in buying power. Baton Rouge's \$6,455 effective buying income per household is away out front in Louisiana. It can mean more sales for you. The State-Times and Morning Advocate is the total selling medium in this tremendous market.

\*Sales Management Survey of Buying Power

### STATE-TIMES AND MORNING ADVOCATE

Represented by the John Budd Company

## ONE DOES THE JOB

Only the POST covers, sells Salisbury-Rowan, North Carolina. All outside metropolitan state papers combined have a circulation in Salisbury-Rowan but a fraction over 3,500. POST circulation over 18,000. 85,000 market.



Published in the Tri-Cities  
Salisbury—Spencer—East Spencer  
Post Office:

Salisbury, N. C.  
WARD-GRIFFITH

## -SM- HIGH SPOT CITIES

### RETAIL SALES FORECAST (S. M. Forecast for October, 1959)

Mo.	No. ★ Months Out of Past 24	City Index 1959 vs. 1958	Nat'l. Index 1959 vs. 1958	\$ (Million) October 1959
Joplin	4	105.1	95.5	6.38
Kansas City	18	109.0	99.1	81.14
St. Joseph	16	105.5	95.9	9.60
St. Louis	0	107.8	98.0	109.88
★ Springfield	20	111.8	101.6	12.59

<b>Mont.</b>		109.7	99.7	83.54
Billings	19	109.1	99.2	9.47
Butte	0	102.9	93.5	6.18
★ Great Falls	12	114.0	103.6	9.35
★ Missoula	6/11	114.1	103.7	4.71

<b>Neb.</b>		106.9	97.2	169.05
Lincoln	18	106.3	96.6	16.85
Omaha	18	107.4	97.6	42.87

<b>Nev.</b>		117.0	106.4	45.27
★ Las Vegas	9/16	111.0	100.9	14.74
★ Reno	24	124.7	113.4	14.20

<b>N. H.</b>		110.9	100.8	65.10
★ Manchester	12	110.4	100.4	11.66
★ Nashua	19	112.5	102.3	5.55

<b>N. J.</b>		107.2	97.5	678.89
Atlantic City	14	108.4	98.5	12.78
Camden	15	109.5	99.5	16.86
★ Elizabeth	9	110.6	100.5	14.44
Jersey City				

Hoboken	14	104.3	94.8	27.03
Newark	11	107.5	97.7	62.30
★ Passaic-Clifton	14	112.9	102.6	22.06
★ Paterson	14	112.9	102.6	23.60
Trenton	19	98.3	89.4	24.86

<b>N. M.</b>		121.0	110.0	100.32
★ Albuquerque	24	121.3	110.3	31.36

<b>N. Y.</b>		104.8	95.3	1920.44
Albany	14	102.6	93.3	21.83
Binghamton	8	99.0	90.0	12.21
Buffalo	0	107.0	97.3	79.61
Elmira	0	103.0	93.6	8.30

★ Hempstead				
Township	24	120.1	109.2	135.95
Jamestown	3	104.6	95.1	6.60
New York	16	103.0	93.6	896.64
Niagara Falls	5	105.6	96.0	13.24
★ Poughkeepsie	6	111.0	100.9	9.69
Rochester	16	106.3	96.6	58.75
Rome	1	108.0	98.2	5.44
Schenectady	3	99.0	90.0	13.94
Syracuse	6	105.7	96.1	35.42
Troy	13	103.2	93.8	10.22
Utica	1	106.0	96.4	13.54

<b>N. C.</b>		112.9	102.6	385.11
Asheville	10	107.4	97.6	11.24
★ Charlotte	19	112.5	102.3	30.17
Durham	11	105.5	95.9	10.42
★ Greensboro	24	120.6	109.6	24.59
★ High Point	22	114.7	104.3	8.01
Raleigh	11	104.3	94.8	13.24

## -SM- HIGH SPOT CITIES

### RETAIL SALES FORECAST (S. M. Forecast for October, 1959)

	No. ★ Months Out of Past 24	City Index 1959 vs. 1958	Nat'l. Index 1959 vs. 1958	\$ (Million) October 1959
★ Salisbury	4	115.3	104.8	5.52
Wilmington	0	109.2	99.3	7.01
★ Winston-Salem	11	120.3	109.4	19.32
<b>N. D.</b>		108.7	98.8	73.72
Fargo	22	108.9	99.0	9.09

<b>Ohio</b>		107.3	97.5	1040.01
★ Akron	11	112.6	102.4	44.54
★ Canton	3	113.3	103.0	19.95
Cincinnati	0	107.1	97.4	79.33
★ Cleveland	5	114.3	103.9	147.01
Columbus	19	101.3	92.1	67.88
★ Dayton	3	111.9	101.7	49.57
★ Elyria	2	113.2	102.9	5.69
★ Hamilton	3	113.4	103.1	10.85
Lima	0	104.5	95.0	8.84
★ Lorain	8	117.8	107.1	8.40
★ Mansfield	3	114.4	104.0	10.60
★ Middletown	7	112.6	102.4	6.31
Portsmouth	0	108.9	99.0	6.26
★ Springfield	6	116.4	105.8	24.36
Steubenville	0	106.6	96.9	8.17
★ Toledo	1	113.1	102.8	46.64
★ Warren	4	117.6	106.9	10.56
★ Youngstown	4	113.2	102.9	10.56
Zanesville	0	106.7	97.0	6.43

In Ohio's  
9th Metropolitan Market

## \$36,765,000

for Automotive Products

## Elyria's Auto. Sales 85% above par

With well over a third of a billion dollars income—and 74% of its households earning over \$4,000, this metropolitan area is a big automotive market—and getting bigger all the time.

The area's automotive hub is Elyria—with sales activity 85% above par volume; its number one automotive salesman — the Chronicle Telegram.

## Chronicle-Telegram

"The Family Newspaper"

# ELYRIA, OHIO

Circulation 24,400 ABC 4/30/59

DOUBLE the Number of City Families

Represented by  
The Julius Mathews Special Agency, Inc.

## THEY'VE GOT MONEY IN THE BANK IN . . . ALTOONA

Bank assets hit \$66,386,818 last year, a \$6½-million increase over 1957. Savings deposits during the same period increased by 6% to over \$16-million!

Even better with Savings & Loan Associations, where assets more than tripled during the past 10 years to \$37,868,478 . . . and S & L savings accounts also tripled to over the \$30-million mark.

Quite a story of quite a market, covered by only one daily newspaper, saturating the city zone and county.

Sell the rich Altoona market, with the

## Altoona Mirror

Altoona, Pennsylvania's Only Daily Newspaper  
RICHARD E. BEELER, Adv. Mgr.

Yes, Doctor—



Only the **GLOBE  
TIMES** covers  
**BETHLEHEM, Pa.!**

Fact: Food sales in booming Bethlehem, Pa. exceeded \$24,918,000 last year! To get your share of sales in this vital market, do as Allentown retailers do—use the **GLOBE TIMES**, the only paper that covers the Bethlehem city zone completely!

**The Bethlehem Globe-Times**

Roland L. Adams, Publisher

Gallagher-DeLisser, Inc., National Representatives

## -SM- HIGH SPOT CITIES

RETAIL SALES FORECAST  
(S.M. Forecast for October, 1959)

	No. ★ Months Out of Past 24	City Index 1959 vs. 1958	City Nat'l Index 1959 vs. 1958	\$ (Million) October 1959
<b>Okla.</b>		106.0	96.4	224.22
★ Bartlesville . . . . .	4	101.8	92.5	2.64
Muskogee . . . . .	18	101.6	92.4	5.00
★ Oklahoma City . . . . .	0	107.8	98.0	45.66
Tulsa . . . . .	7	105.2	95.6	35.58
<b>Ore.</b>		111.0	100.9	206.84
★ Eugene . . . . .	11	122.7	111.5	11.08
★ Portland . . . . .	11	110.2	100.2	69.97
Salem . . . . .	23	106.3	96.6	9.38

<b>Penna.</b>		113.1	102.8	1216.65
Allentown . . . . .	16	101.2	92.0	18.58
Altoona . . . . .	11	104.0	94.5	8.20
Bethlehem . . . . .	5	104.1	94.6	7.57
★ Chester . . . . .	23	111.9	101.7	12.06
Erie . . . . .	0	106.4	96.7	18.69
Harrisburg . . . . .	17	104.5	95.0	18.73
Hazleton . . . . .	0	103.7	94.3	4.36
Johnstown . . . . .	6	107.7	97.9	11.28
Lancaster . . . . .	8	108.9	99.0	13.14
★ Norristown . . . . .	24	116.5	105.9	8.47
Oil City . . . . .	0	104.4	94.9	2.36
★ Philadelphia . . . . .	11	118.9	108.1	280.76
★ Pittsburgh . . . . .	5	113.2	102.9	103.78
Reading . . . . .	0	104.4	94.9	15.80
★ Sharon . . . . .	3	117.4	106.7	5.31
Scranton . . . . .	6	102.2	92.9	13.47
Wilkes-Barre . . . . .	13	102.4	93.1	10.40
Williamsport . . . . .	0	105.9	96.3	6.53
York . . . . .	10	106.5	96.8	11.84

<b>R. I.</b>		108.9	99.0	91.35
★ Newport . . . . .	14	116.4	105.8	4.24
Pawtucket-Central Falls . . . . .	0/14	105.8	96.2	9.79
Providence . . . . .	16	107.4	97.6	35.15
★ Woonsocket . . . . .	8	119.0	108.2	7.00

## NEWPORT

**RHODE ISLAND'S RICHEST  
AND BUSIEST MARKET**

Newport is 3rd among New England's High Spot Cities—one of the top 30 in the nation. Sell fabulous Newport—through the Daily News—which places 88% of its circulation in the city zone, where 69% of the county's population, 74% of its income and 70% of its retail sales are concentrated.

## The Newport Daily News

Newport County's Only Daily

**Largest Circulation  
in Southern Rhode Island**

Represented by  
The Julius Mathews Special Agency, Inc.

## -SM- HIGH SPOT CITIES

RETAIL SALES FORECAST  
(S.M. Forecast for October, 1959)

	No. ★ Months Out of Past 24	City Index 1959 vs. 1958	City Nat'l Index 1959 vs. 1958	\$ (Million) October 1959
<b>S. C.</b>		110.7	100.6	167.46
★ Charleston . . . . .	21	111.1	101.0	13.48
Columbia . . . . .	18	104.1	94.6	16.09
★ Greenville . . . . .	15	115.5	105.0	14.51
★ Spartanburg . . . . .	8	118.3	107.5	7.77
<b>S. D.</b>		116.5	105.9	81.43
Aberdeen . . . . .	9	106.2	96.5	4.32
★ Rapid City . . . . .	19	122.4	111.3	8.45
★ Sioux Falls . . . . .	21	117.2	106.5	11.18

<b>Tenn.</b>		109.0	99.1	293.01
★ Chattanooga . . . . .	14	116.4	105.8	24.65
Knoxville . . . . .	2	107.8	98.0	23.11
Memphis . . . . .	4	104.3	94.8	60.36
★ Nashville . . . . .	24	113.9	103.5	38.98

<b>Texas</b>		108.6	98.7	1011.71
★ Abilene . . . . .	20	113.5	103.2	9.53
★ Amarillo . . . . .	24	117.7	107.0	20.60
★ Austin . . . . .	24	110.6	100.5	21.05
Beaumont . . . . .	10	103.5	94.1	15.26
Corpus Christi . . . . .	5	102.5	93.2	21.42
Dallas . . . . .	21	109.1	99.2	109.08
★ El Paso . . . . .	24	110.1	100.1	31.35
★ Fort Worth . . . . .	12	110.0	100.0	56.67

**C**olor commands the buying-est attention! Only the CALL offers ROP color daily in R. I. . . . for color-full selling that blankets Woonsocket's \$67-million retail market.

Any standard color may be used for space of 600 lines or more. Advance reservations required. Send for details and color rate card now!

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# **-SM- HIGH SPOT CITIES**

RETAIL SALES FORECAST  
(S.M. Forecast for October, 1959)

	No. ★ Months Out at Past 24	City Index 1959 vs. 1958	Nat'l Index 1959 vs. 1958	\$ (Million) October 1959
Galveston .....	2	100.5	91.4	7.87
Houston .....	0	105.3	95.7	116.04
Laredo .....	16	102.1	92.8	4.90
★ Lubbock .....	21	118.0	107.3	20.20
Port Arthur .....	13	98.2	89.3	8.74
San Angelo .....	16	109.9	99.9	8.84
San Antonio .....	19	108.0	98.2	58.91
Texarkana .....	1	103.4	94.0	7.21
Tyler .....	8	108.6	98.7	8.32
Waco .....	20	109.6	99.6	14.01
★ Wichita Falls .....	14	116.7	106.1	11.92
<b>Utah</b> .....		109.2	99.3	85.54
Ogden .....	17	102.4	93.1	8.88
★ Salt Lake City .....	10	111.2	101.1	37.10
<b>Vt.</b> .....		107.4	97.6	40.85
Burlington .....	23	108.9	99.0	6.15
Rutland .....	10	105.5	95.9	3.32
<b>Va.</b> .....		110.4	100.4	352.41
Danville .....	3	103.7	94.3	6.00
★ Lynchburg .....	10	112.5	102.3	7.59
Newport News .....	6	106.8	97.1	11.62
Norfolk .....	1	105.2	95.6	33.62
Portsmouth .....	14	104.4	94.9	9.90

★ Richmond .....	24	119.8	108.9	45.94
Roanoke .....	11	107.0	97.3	13.42

<b>Wash.</b> .....		111.3	101.2	317.64
Bellingham .....	8	104.2	94.7	3.77
★ Everett .....	17	110.3	100.3	7.27
★ Seattle .....	18	115.4	104.9	97.13
Spokane .....	0	105.5	95.9	27.24
Tacoma .....	10	108.1	98.3	23.84
Yakima .....	15	104.2	94.7	9.35

<b>W. Va.</b> .....		106.4	96.7	153.71
Charleston .....	7	108.7	98.8	17.91
Huntington .....	8	103.0	93.6	12.72
Wheeling .....	0	108.0	98.2	10.18

<b>Wisc.</b> .....		107.6	97.8	433.41
Beloit-Janesville .....	1	104.9	95.4	9.75

Green Bay- Appleton- Neenah- Menasha .....	4/15	101.9	92.6	20.88
★ Kenosha .....	6	125.8	114.4	9.11
La Crosse .....	15	105.9	96.3	8.10
Madison .....	18	105.2	95.6	18.29
Milwaukee .....	19	108.2	98.4	108.45
★ Oshkosh .....	3	111.0	100.9	6.94
★ Racine .....	6	110.2	100.2	10.87
★ Sheboygan .....	1	111.5	101.4	6.72
Superior .....	6	102.5	93.2	3.94

<b>Wyo.</b> .....		112.1	101.9	43.42
Casper .....	14	104.8	95.3	7.15
★ Cheyenne .....	24	121.3	110.3	6.96

**CANADA** 108.0 100.0 1432.20

<b>Alberta</b> .....				
Calgary .....	4	105.4	97.6	22.57
★ Edmonton .....	5	111.1	102.9	27.52

<b>British Columbia</b> .....				
★ Vancouver .....	7	108.9	100.8	62.63
Victoria .....	16	97.8	90.6	11.37

<b>Manitoba</b> .....				
★ Winnipeg .....	18	110.5	102.3	35.07

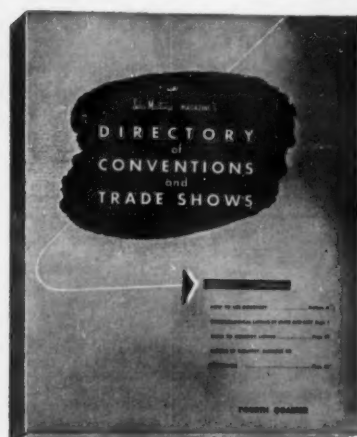
<b>New Brunswick</b> .....				
★ Saint John .....	11	114.7	106.2	7.31

<b>Nova Scotia</b> .....				
★ Halifax .....	8	110.7	102.5	12.42

<b>Ontario</b> .....				
★ Hamilton .....	3	113.2	104.8	27.92
★ London .....	20	115.6	107.0	17.24
★ Ottawa .....	19	119.0	110.2	28.64
★ Toronto .....	24	110.6	102.4	148.58
Windsor .....	2	106.7	98.8	12.69

<b>Quebec</b> .....				
Montreal .....	18	106.2	98.3	133.91
Quebec .....	8	107.2	99.3	19.89

<b>Saskatchewan</b> .....				
Regina .....	15	96.9	89.7	12.94



## Could You Use a Complete List of Trade Shows and Conventions

Lists all the shows and conventions long in advance  
18,000 events a year • Tells what's planned where  
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Here is a complete guide to dates and sites of business and professional meetings and exhibits in both United States and Canada. Sales Meetings' Directory of Conventions & Trade Shows is an ideal reference to trade

shows—just the thing when you want to introduce a new product or investigate a new market. Creative sales executives can think of a dozen uses of this reference to meetings and shows—and this directory lists them all.

**Lists Trade Shows and Conventions in Every Industry. Have these facts on hand:**

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4. State fairs and public exhibitions
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## DIRECT MAIL SALES PROMOTION MANAGER

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## Improvement on Perforated Pages? Impossible!

Thousands of SM subscribers would have said it was impossible to improve on the perforated pages which have been a feature of SALES MANAGEMENT since October 15, 1954.

But examine this issue—and see if you don't agree that pages are easily, cleanly detachable, and will open up flat, which is impossible with those magazines bound with wire staples, as ours was prior to this issue.

Experiment, won't you, with the firmness and flatness of the new slotted binding, with the easy detachability of any page—and then drop us a note. We very much want to know whether the extra trouble and expense is justified by reader appreciation.

## EXECUTIVE SHIFTS IN THE SALES WORLD

### Allied Chemical Corp. . . .

John L. Waldo appointed manager, dyestuff sales and Arthur T. Schramm made manager, field sales, National Aniline Division.

### Aluminum Company of America . . .

Dubose Avery elected vice president, Alcoa International, Inc., foreign marketing subsidiary.

### American Home Products Corp. . . .

Jack Bishop named product manager, Boyle-Midway Division, in charge of Aerowax and Sani-Flush.

### American Radiator & Standard Sanitary Corp. . . .

Robert G. Schreiner appointed marketing manager, heat exchanger products, Industrial Division.

### Chesebrough-Pond's Inc. . . .

Frank H. Orr named executive assistant to the domestic marketing vice president. Robert P. Neuffer takes over as general sales manager.

### Clarke Floor Machine Co. . . .

H. L. Croskey promoted to vice president in charge of sales.

### General Mills, Inc. . . .

James L. Everhart made sales manager, baking mixes, Flour Division.

### Herbst Shoe Manufacturing Co. . . .

John F. Herbst, former sales director, named president. William R. Furst made director of sales.

### R. Hoe & Co., Inc. . . .

William W. Henderson promoted to vice president, press sales.

### Hupp Corp. . . .

P. H. Gauthier appointed contract sales manager, heating and air conditioning products, Perfection Industries Division.

### King-Seeley Corp. . . .

R. J. Lickteig appointed vice president and general sales manager, Queen Products Division.

### Metal & Thermit Corp. . . .

H. W. Buchanan named manager, General Sales Department.

### Rexall Drug and Chemical Co. . . .

M. J. Erickson named vice president and general manager, Rexall Drug Co. Division. Edwin L. Ramsey, Jr., becomes vice president, marketing.

### Tidewater Oil Co. . . .

Herschel Y. Hyde, group vice president for manufacturing, marketing, and chemicals, elected to the board.

## IN THE WORKS . . .

### "Exhibits Schedule"

A new and complete directory of trade and industrial shows and expositions will appear this fall. "Exhibits Schedule" will be published by Sales Meetings (bimonthly Part Two of Sales Management). This directory will list over 3,000 exhibits and shows.

Exhibits Schedule will be published in cooperation with the Exhibit Producers and Designers Association. It will comprise three sections: Part I will give a breakdown of shows by industry, covering all businesses, trades and professions. Other information included will be the name of show management, sponsoring association, exhibit hall or hotel, and estimated attendance. The second section will be a listing of events by cities. The third part will be a listing by dates.

Exhibits Schedule is a continuation of the directory formerly published by the Exhibitors Advisory Council. EAC recently dissolved after more than 35 years of service to its industry.



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**SALES PROMOTION MANAGER**  
Philip L. Patterson

**Asst. to Vice President, Sales**  
Cecelia Santoro

**ADV. SERVICE MANAGER**  
Madeleine Singleton

**PRODUCTION MANAGER**  
Virginia New

### DIVISION SALES MANAGERS

**New York—W. E. Dunsby, Wm. McClenaghan, Elliot Hague Robert B. Hicks, Dan Callanan, F. C. Kendall, Ormond Black, 630 Third Ave., New York 17, N. Y., YUkon 6-4800.**

**Chicago—C. E. Lovejoy, Jr., Western General Manager; W. J. Carmichael, Western Advertising Director; John W. Pearce, Western Sales Manager; Thomas S. Turner, Thomas McDonough, 333 N. Michigan Ave., Chicago 1, Ill., State 2-1266; Office Mgr., Vera Lindberg.**

**Pacific Coast—Warwick S. Carpenter, 15 East de la Guerra, Santa Barbara, Calif., Woodland 2-3612; (space other than publication or broadcasting accounts), M. A. Kimball Co., 2550 Beverly Boulevard, Los Angeles 57, Cal., DUnkirk 8-6178; or 681 Market St., San Francisco 5, Cal., Exbrook 2-3365.**

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## THE SCRATCH PAD



BY T. HARRY THOMPSON

September Mourn: The exsanguinating income tax, due again this month.

•  
Croquet: With mallets toward all.

•  
Among the asinine accolades handed out this summer, I failed to find this one: "Miss Slipped Disk of 1959."

•  
A cynic offers a sign for a guest-room: "No Vacancy."

•  
Arthur Murray: Sir Dancelot.

•  
In the same journal, Jamaica gets a neat twist: "It's no place like home."

•  
What's in a name? Atlantic City has a Ratner's pest-control service.

•  
In these days of rocketing costs, matrimony could use some patrimony.

•  
"Impossible," Napoleon said, is just a word in the dictionary of fools.

•  
Because of background and reputation, I consider two firms eminently fitted to clean up more than whiskers in the electric-shaver field: General Electric and Gillette. But neither seems inclined to get into it.

•  
Hula dance: A shake in the grass.—Pantomime Quiz.

•  
Incidentally, a gag-definition the column had used years ago popped up on that program—"Tequila: The Gulp of Mexico."

•  
Old-timer: One who can remember when Flying-A petroleum products were called "Tydol" and "Vee-dol."

•  
Theme for Sominex: "Now I lay me down . . . to sleep!"

•  
Time didn't print my letter when it was timely:  
Senator Morse,  
Kicked by a horse,  
Pachycephalic,  
To counter such force?

Distinguished Hotels puts it this way (in "Sales Meetings"): "A Declaration of Inn-Dependence."

•  
The race is not always to the swift, it says here, but that's the way to bet.

•  
According to a commercial, Chicken-of-the-Sea tuna is "the only brand to buy." Which must sound fishy to the competition.

You didn't have to know much French to savor the title of a Time mailer: "One man's fish is another man's poisson."

•  
In Hawaii, everybody has a finger in the poi.

•  
General Motors now has "GM" standing for "Guardian Maintenance."

•  
Chickens also come home to roast.

•  
You may have heard about the woman who asked the clerk: "Do you have alligator shoes?" and his reply: "Certainly, Madam. What size shoe does your alligator wear?"

•  
In "hippopotamus," the accent is on the "pot." Natch!

•  
September Solace: The kids back in school and not under Mom's feet.

### Magic Monosyllable

Copywriters have been using it effectively ever since pro advertising began. Often it is fortified by such adjectives as "sensational," "revolutionary," or "exciting." Sometimes it is followed by a comma and the word "improved."

But it is the little word "new" all by itself which packs power and persuasion.

It stems from the fact that most of us react to new concepts in the things we buy. There is always the connotation of improvement in the later offering.

No one will claim that the Magic Monosyllable is sure-fire. Designers and product engineers, being human, sometimes get carried away and overshoot their landing field.

Marketing executives sometimes ask for a new copy-theme before the old one has been milked dry.

In the main, however, we do not have to reach further back than the Model T to know that "new" means "better." When the pressure for change built up, Ford fans got a much better car in looks and performance.

The first vacuum cleaners were hand-operated, like a blacksmith's bellows. Over the years, each new model has brought improvements all along the line.

With its new method of blending at the pump, Sunoco might advertise "Something new under the Sun."

It probably won't, now that an outsider has brought it up. Which is nothing new with national advertisers.

If you honestly and in good conscience can use the Magic Monosyllable, it should pay off.

T.H.T.

# Good Housekeeping shortens the time...reduces the cost of marketing another new product!

## Product:

**AQUA IVY**, oral immunization tablet to protect against poison ivy and poison oak.

## Company:

Syntex Chemical Company,  
New York, N.Y.

## Marketing Problem:

To introduce and sell a *new* product representing a totally *new idea*, and which was being marketed by a *company relatively unknown* to the consumer.



**AUGUST 1958**—Starting Point: Good Housekeeping. Aqua Ivy thoroughly investigated in laboratories of Good Housekeeping. Product proved itself. Good Housekeeping Guaranty Seal granted to Aqua Ivy.



**OCTOBER 1958**—Advertising, promotion and point-of-sale material prepared. Guaranty Seal incorporated to make the most of confidence-building help provided by its Guaranty of replacement or refund of money if not as advertised therein.



**JANUARY 1959**—First small-space ad for Aqua Ivy appeared in Good Housekeeping. Additional advertising: March, April, May, June, July. Good Housekeeping "climate of confidence" worked wherever advertising was placed.



**JANUARY 1959**—Guaranty Seal given prominence on Aqua Ivy package, and in all promotion to camp directors, physicians, drug stores. "Prepared acceptance" of Good Housekeeping helped product record quick, spectacular sales success.



**APRIL 1959**—At end of April, 1959, over \$1,000,000 of product had been sold, with more than 80% of distribution achieved in first sixty days. Another example of how Good Housekeeping helps launch new products: fast, efficiently, at low cost.

## WHAT'S YOUR MARKETING PROBLEM?

In every situation, Good Housekeeping can step up the pace, cut down the cost of marketing!

Good Housekeeping gets a product off the ground so much faster and cheaper because advertising exposure is multiplied by the *believability* of the Good Housekeeping Guaranty Seal.

You *pay* for the 12,350,000 regular readers of the magazine. But you can also *influence* 40,930,000 women\* through the Seal.

Especially is this Seal respected by younger people. Families not yet set in their ways and not so sure of their knowledge and judgment of values. The Good Housekeeping Seal is a young homemaker's confidence builder. It can and does sway her choice. Why not check the possibilities?

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"We were right! Good Housekeeping has helped us market Aqua Ivy quickly, and at low cost. And now we are widening our sales areas, strengthening our dealer relationships, with an expanded program of advertising in your pages."

CHARLES SZECHENYI,  
President, Syntex Chemical Co., Inc.



## More readers.....more advertising- THE TRIBUNE GETS 'EM IN CHICAGO!

The Tribune sells nearly 900,000 copies daily, 1,250,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV

show! Advertisers spent over \$60,000,000 in the Tribune last year—more than in all the other Chicago papers put together. Unmatched, also, is the Tribune's record of advertising results. It out-pulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's in Chicago!



